

AMERICAN GUIDE TO PUBLISHING

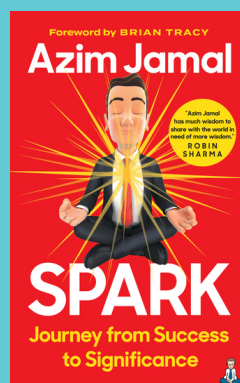
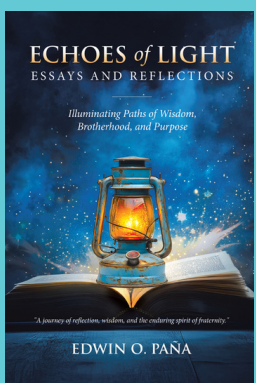


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PUBLISHING A BOOK IS EASY

We know it doesn't seem that way. There are many options out there and understanding the publishing industry, especially for first-time authors, can be confusing.

Tellwell created this simple guide to walk you through the publishing process. We'll take a look at the five steps to publishing a book and go over the differences between the traditional and assisted self-publishing models, as well as the do-it-yourself approach. We'll also walk you through which publishing choice may be right for you, and introduce you to Tellwell and some of our authors.



A NEW ERA

You've decided to write and publish a book. Perhaps you even have a completed draft of a manuscript. Congratulations! You are following your dream of becoming a published author.

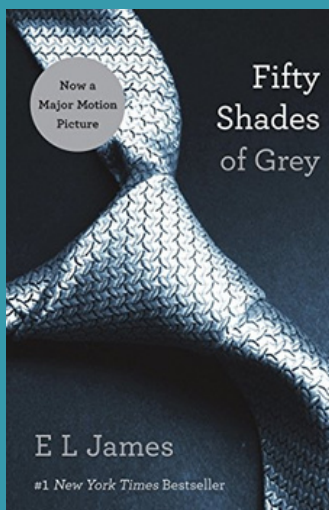
It's an exciting time to publish a book! Technology and new players are disrupting a traditional industry. No longer is it only the large companies deciding who does or does not get published.

Now, the doors are wide open. Readers, not publishers, decide which books succeed. A high-quality, well-edited manuscript; enticing cover design; and a strong marketing effort are crucial to success.

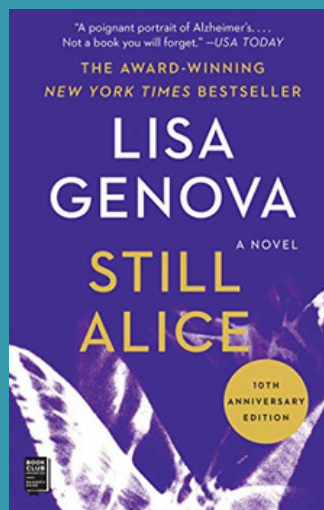
Independent authors are reaching levels of success unheard of decades ago. It's never been so easy to publish a book, motivating more people to share their work by publishing independently.

“ READERS, NOT PUBLISHERS, DECIDE WHICH BOOKS SUCCEED. ”

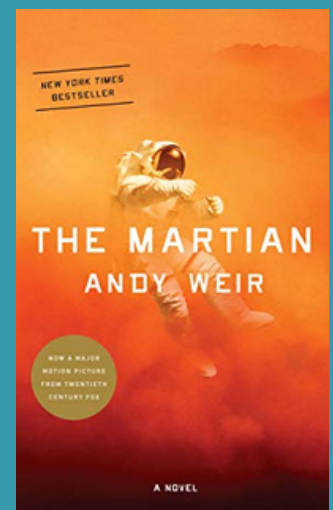
ISBNs FOR SELF-PUBLISHED TITLES INCREASED OVER 900% SINCE 2006. – BOWKER



E. L. James' *Fifty Shades* trilogy landed her on Forbes' list of the highest-earning authors. Her book was originally self-published.



Lisa Genova was rejected by traditional publishers and self-published. Simon & Schuster later acquired it for a reported half-million dollars.



Andy Weir's *The Martian* was a self-published Kindle bestseller before Random House and then Hollywood came knocking.

THE FIVE STEPS

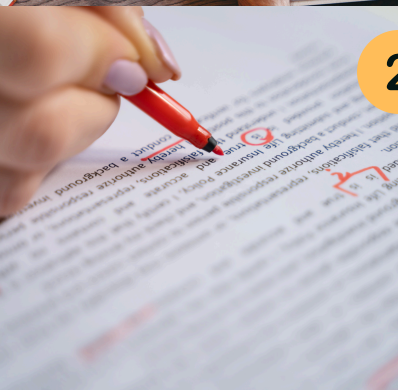
The five steps to publishing are the same whether you go the traditional or self-publishing route.



1

WRITING

You can't publish a book without writing it. If you are reading this guide, you probably have an idea for a book or you have already started working on it. If you are at this stage, write, write, write as much as you can until you have a completed first draft.



2

EDITING

When you write a book, you make thousands of creative decisions. By the time you are finished your first, second, or third draft, it becomes difficult to see how your readers will experience your manuscript. An editor provides fresh eyes and works with you to strengthen your writing.



3

DESIGN

Once the manuscript is edited, a designer creates a compelling cover that will help the book sell. The designer also lays out the interior of the book to ensure a comfortable reading experience, and confirms the design files meet all print and ebook specifications.



4

DISTRIBUTION

Now that you have a finished book, it is time to make it available for people to buy! You can make your book available to over 45,000 booksellers, including Amazon, Indigo, and Barnes & Noble. Print-on-demand technology allows for printing one copy per purchase, saving you from having to print books in bulk.



5

MARKETING

Your book looks great and is available for sale online, but it won't sell itself! Now it's time to let the world know it exists. Book marketing basics include a website and social media presence, and to really create buzz you need to appear in the press and on podcasts, send copies to reviewers, and plan a book launch or tour.

TRADITIONAL PUBLISHING

VS

SELF-PUBLISHING



In the traditional publishing model, an author typically begins by finding a literary agent to represent them. Agents have connections within the publishing industry and pitch the author's manuscript to publishers on their behalf. In return for their efforts, agents usually receive a commission—often around 15%.

If a publisher expresses interest and offers a deal, the author receives an advance payment. In exchange, the publisher acquires the exclusive rights to publish and sell the book.

The author then works closely with the publisher's editorial team to complete the manuscript. From there, the publisher takes full control of the publishing and distribution process, assuming the financial risk and keeping the majority of the royalties.

This entire process, from finding representation to seeing the book on shelves, can take several years to complete.

The rejection rate from traditional publishers can be as high as 95% or more. Rejection doesn't necessarily mean the manuscript isn't good; it just may not fit the publisher's plans at the time.



In the self-publishing model, the author maintains full control over the entire publishing process—from start to finish. There's no need to submit to agents or wait for approval from traditional publishers, and there's no advance on sales. Instead, the author takes on the financial risks and responsibilities of publishing, but in return, they earn a significantly higher share of royalties.

With self-publishing, the author oversees every stage: writing, editing, cover design, distribution, and marketing. They retain 100% of the rights to their work and make key decisions about how their book is brought to market.

Some authors choose to manage elements like editing, design, or marketing themselves, while others hire freelancers or contractors. Many opt to partner with an assisted self-publishing company, which offers professional support and guidance throughout the process—particularly helpful for those navigating the industry for the first time.

Compared to traditional publishing, self-publishing is typically a much faster path to publication, often taking a matter of months instead of years.



THE BIG PARADOX



There is a contradiction between what traditional publishers look for in an ideal author and what authors are often looking for in a traditional publisher.

In short, authors are hoping to find a publisher who will do all of the non-writing work, including marketing.

But publishers are hoping to find authors who already have an established audience to minimize the cost of marketing.

WHICH MODEL OF PUBLISHING IS BETTER?

Neither of these models is inherently right or wrong. Selecting the direction that is right for you depends on your goals and resources.

If you are an established author with a large marketing platform, then it may be possible to get a literary agent and publishing offers. In that case, you should weigh the pros and cons of any offers you get by asking: "Does the advance I'm being offered and the marketing investments they say they will make justify giving up creative control, revenues, and my book rights?"

But for the majority of first-time authors who don't yet have a large following, getting a literary agent to represent you and securing a traditional publishing offer isn't a viable option. Self-publishing or not publishing at all become the only two choices.

WHY SELF-PUBLISH YOUR BOOK?

Take control of your story and bring your vision directly to readers with the freedom and flexibility of self-publishing.



- **Creative Control:** Self-publishing gives you complete authority over every aspect of your book, from cover design to final edits.
- **Faster to Market:** Avoid long wait times with traditional publishing and get your book into readers' hands in months rather than years.
- **Higher Royalties:** Keep up to 100% of net royalties from your book sales, allowing you to directly benefit from your hard work.
- **Own Your Rights:** Retain full copyright and control of your intellectual property—no need to sign away rights.
- **Skip the Gatekeepers:** Bypass the arduous effort of finding a literary agent and traditional publisher

WHY WORK WITH A PUBLISHING TEAM

- **Expert Guidance:** Receive support from experienced editors, designers, marketers, and project managers to help bring your vision to life with professional polish.
- **Time Efficiency:** A dedicated team streamlines the process, handling the complex aspects of publishing so you can focus on your writing.
- **Professional Quality:** Benefit from high standards in design, editing, and production, ensuring a final product that stands out.
- **Comprehensive Services:** From cover design to distribution, a publishing team manages every step, so you don't have to.
- **Industry Connections:** Leverage established relationships with distributors and retailers to maximize your book's reach.

DO-IT-YOURSELF (DIY) VS. ASSISTED SELF-PUBLISHING

Many aspects of self-publishing can be done directly by a tech- and marketing-savvy author, but it requires time, talent, and knowledge of the publishing industry.

Some of the more detailed steps in the publishing process include:

- Finding and hiring an editor
- Selecting a designer to create the book cover and interior layout, and ensuring they provide design files in the proper format
- Acquiring ISBN numbers, selecting BISAC codes and keywords
- Pricing the book
- Selecting the book's metadata, such as title, description, keywords, and categories
- Choosing a print-on-demand service
- Choosing a printing company for bulk orders
- Creating print-ready and ebook files
- Getting your book into the major ebook retailers
- Going through legal, tax, and banking paperwork with each distribution partner
- Creating and executing a marketing plan, such as building a website, engaging with social media, and generating reader and editorial reviews and publicity

WHY SOME AUTHORS CHOOSE TO WORK WITH AN ASSISTED SELF-PUBLISHING COMPANY

Authors can easily become overwhelmed with all the steps and decisions that need to be made. They benefit from guidance through the process, and a dedicated team to take care of the critical work .

It's why many independent authors choose to work with assisted self-publishing companies such as Tellwell. We act as a one-stop shop for authors to help with the entire publishing process.

Self-publishing companies have a team of editors, book designers, illustrators, marketing consultants, and project managers who work with the author from start to finish.

IS SELF-PUBLISHING LEGITIMATE?

▶ WATCH NOW



Is Self-Publishing Legit? Here's What You Need to Know

Curious about self-publishing your book? In this video, we break down why more authors are choosing this path—and finding success.

Learn how self-publishing is reshaping the industry, debunk common myths, and hear real stories from authors who've done it. Whether you're just starting or nearly finished your manuscript, this is your guide to publishing on your terms.



How to Choose the Right Self-Publishing Company

Finished your book but not sure which self-publishing company to trust? With so many options, it can feel overwhelming.

In this video, we'll share the key questions to ask so you can choose the right fit for your book and goals—no guesswork, just clear guidance. If you're ready to publish, this will help you move forward with confidence.



Self-Publishing Myths—Busted!

Heard self-publishing is just for writers who can't land a traditional deal? Think again.

In this video, we're clearing up the biggest myths that hold authors back—and showing you how the right approach can lead to real success.

If you're on the self-publishing path, this will give you the clarity and confidence to keep going.

10 RED FLAGS

A SELF-PUBLISHING COMPANY IS NOT LEGITIMATE



Self-publishing is a legitimate path, and the assisted model offers real benefits—but not all service providers are reputable. Some overpromise and underdeliver, while others disappear after providing poor service. And yes, scams do exist.

Charging fair rates for editing or design isn't a scam—but companies that mislead or exploit authors are. When researching your options, watch for red flags like these:

1-LIMITED ONLINE VISIBILITY

Check out the company's BBB rating, Google reviews, and social media profiles. This should give you a sense of how long they have been around, their credibility, and established presence in the publishing space. A few red flags to watch out for are not having a strong social media presence and not being accredited with the BBB (search their rating), or having a poor BBB rating. If a company says they have been around for 10 years, but their social media only goes back a year or two, then something is off.

2- NOT SHOWING THE PEOPLE BEHIND THE BRAND

A slick website can impress, but when browsing, look to see if the company features team members. Look for names and photos of the staff members you would potentially be working with for your book. This is often found on the website's "about us" page and/or on their blog or social media channels. It's easy to hide behind a chat box or phone call, but how do you know if someone is who they claim to be? Look them up online, on LinkedIn, or other social media platforms. If a company doesn't have photos of staff members or clear information about its founding story and ownership, these are definitely red flags.

3-MANDATORY PRINT ORDERS

Mandatory book orders limit your flexibility and budget. You should have the choice to print copies on-demand or order them as needed based on your marketing and sales strategy. Look out for contracts requiring you to purchase physical copies, potentially impacting your budget and storage.

4-NO TERMS AND CONDITIONS

Clear terms and conditions offer transparency about the services, costs, and expectations involved. Without them, you could be entering a vague or exploitative arrangement. Absence of terms and conditions without a clear scope of services is not a good sign.

10 RED FLAGS

A SELF-PUBLISHING COMPANY IS NOT LEGITIMATE



5-NO INFORMATION ON PRICING

Transparent pricing demonstrates that the service provider is open and honest about their costs. It helps you understand the full financial commitment involved in self-publishing. Not listing pricing on their website or requiring you to speak with a salesperson for pricing information shows a lack of transparency. Beware of unexpected or hidden costs that can surprise authors.

6-RETAINING COPYRIGHT AND ROYALTIES

It's crucial for authors to understand their rights and royalty structure when working with an assisted self-publisher. The perks of self-publishing is to retain control and royalties, and reputable companies offer both. Beware of publishers not offering adequate transparency in royalty calculations or the absence of an option to retain 100% of net royalties, as well as insisting on retaining copyright without offering an advance.

7-NO CLEAR COMPLAINTS PROCESS

Clear communication and a formal complaints process show transparency and accountability. If the assisted self-publisher isn't clear about its procedures or lacks a structured way to address concerns, it may lack commitment to accountability. Authors should be cautious of assisted self-publishers without clear communication and complaints processes. Without these, authors may face difficulties resolving disputes or getting assistance when needed.

8-DRASTICALLY LOWER PRICES

If a company's services are priced dramatically lower than the industry standard, or they offer everything a major self-publisher does for a fraction of the price, it may be too good to be true.

9-ACCESS TO YOUR E-BOOK FILES

As a self-published author, having access to your book files in EPUB and PDF formats is crucial. These files are essential for marketing, submitting to awards, and getting reviews. Before choosing a self-publishing company, ensure you have the option to purchase these files after your book is published.

10-PROMISING HIGH BOOK SALES

No one can guarantee a specific number of sales. If they do that, they should put their money where their mouths are and pay an advance. Setting unrealistic expectations to get your business is not an ethical way to get business, and should set alarm bells ringing.

5 QUESTIONS TO ASK WHEN EVALUATING AN ASSISTED SELF-PUBLISHING COMPANY

There are a high number of self-publishing companies with varying reputations and quality of service. It's important to do your research and ask the right questions. Here are a few key questions to ask.

Does the company offer the option of 100% net royalties?

This should be a simple yes or no answer. Some companies, such as Tellwell, may offer 100% net royalties along with other options. There are, however, a number of companies who don't offer the option of 100% net royalties at all, while still charging for up-front services. This is something to be aware of in initial discussions.

Does the company have a reputation for quality work?

Companies pop up all the time, but don't last long if they don't do quality work, so it's important to ensure that the company you choose has a track record of delighting customers. Look at Google reviews, the Better Business Bureau, and other evidence to indicate a long list of happy customers.

Can you use your own printer?

Beware of captive printing. Some companies may restrict you to their printing services at a high cost, removing your competitive choice and forcing you into a captive printing model. This can lead to higher book prices just to cover printing costs.

Is the company charging fair market rates for the value of their services?

Be aware that there are some online commentators who believe it is wrong to charge for any publishing-related work, as if editors, illustrators, and other publishing professionals should all work for free. This is an outdated and incorrect assumption that usually comes from people who don't understand the full breadth of publishing options, and the upsides and downsides to each. The work of a publishing team is critical to creating a quality book and a satisfying publishing experience. The real question is whether the pricing is transparent and fair.

Will I be able to purchase my print-ready PDF files and ebook files—such as EPUB—upon publication?

Being able to purchase your print-ready PDF files means you can work with any printer you wish, in any country. Having the flexibility to choose a printing company for bulk orders means you have more options in the way of pricing, quality, and location. If a self-publishing company allows you to print bulk orders through them only, there is likely a substantial markup and you are not getting the best option. It may also force you to price your book too high to make up for the high printing costs. The EPUB file is important for book-marketing purposes, such as awards, reviews, and blogger/media outreach. Some companies may not offer the option to purchase these files, which greatly limits your printing and book-marketing options.

SELF-PUBLISHING

VS

TRADITIONAL PUBLISHING

PROS

- High royalties
- Full creative control
- Copyrights
- Fast turn-around times
- *You* decide whether your book is published, not a gatekeeper

CONS

- The author covers the up-front costs
- The author has to oversee the project themselves, or work with a self-publishing company
- The author needs to make many decisions
- The author has to market the book
- It takes a lot of effort to get it right

PROS

- Publisher covers up-front costs
- The author is paid an advance
- High prestige in some circles
- It's easier to get your book stocked on bookstore shelves
- May help you market the book

CONS

- Very competitive with an estimated rejection rate of 99%
- Slow—it may take years to publish
- Low royalties
- You give up creative control
- You give up copyrights

ASSISTED SELF-PUBLISHING

VS

DIY

PROS

- One-stop shop for all your publishing needs
- A talented team to help you bring your book to market
- A team of professionals to guide you through the process and offer advice
- Feeling empowered, educated and supported through your author journey

CONS

- Costs may be higher depending on your package
- The reputation and quality of services of self-publishing companies vary
- Not all companies offer the option of 100% net royalties

PROS

- You can save money if you do everything yourself
- Turn-around time is under your control
- The finished product is 100% a reflection of your work
- If you decide to hire contractors, you can work with them directly

CONS

- It's a lot of work to do everything yourself
- Quality may suffer if professionals are not involved
- Steep learning curve
- If hiring contractors, it can be difficult to effectively manage them all

DECISION TIME: A 5-STEP GUIDE

STEP 1



SELF-PUBLISHING OR TRADITIONAL PUBLISHING?

Traditional Publishing

If you have an established following for your writing and feel confident your work can attract a professional literary agent, and you're willing to forego most future royalties to save the expense of initial production costs, your first step is to start reaching out to agents with a solid book proposal.

Self-Publishing

Are you eager to publish your book in less than a year? Do you want to keep creative control and the rights to your work? Do you want to earn high royalties and are prepared to invest in your book project? Then self-publishing is probably the best way to start.

STEP 2



DO-IT-YOURSELF OR ASSISTED APPROACH?

Do-It-Yourself

Are you technically savvy, with graphic design skills? Do you have friends or family with professional editing or writing experience who would be willing to edit your work? Do you have knowledge of the publishing industry? Do you have time to invest in doing everything yourself? Is your budget limited? Then a DIY approach may be best.

Assisted Approach

Is a high-quality book with a professional cover design and edited manuscript important to you? Do you want help navigating the publishing process? Do you want to work with a team of experts who can offer advice and suggestions along the way? Do you have a budget to hire help? If you would like to work with a professional team who can help you navigate unfamiliar territory, then working with an assisted-self publishing company is a great choice.

DECISION TIME: A 5-STEP GUIDE

STEP 3



WHAT SERVICES DO YOU NEED?

Do you need help in designing a cover and formatting a book for various distribution channels? Do you need an editor for copyediting or thorough content editing? Do you need an author website and help marketing your book?

Narrow down the services where professional support would be valuable and start shopping around.

STEP 4



WHICH COMPANY BEST SUITS YOUR NEEDS?

When evaluating self-publishing companies, use our question guide as a framework. You will be evaluating companies on their services, pricing, reputation, and team. As part of your research, you should read Google reviews, look at the company's rating on the Better Business Bureau, and comb through their social media channels and website to learn about their staff and other authors who have published with them. It may be beneficial to keep notes in a document or spreadsheet.

STEP 5



MAKE YOUR DECISION.

Many companies offer free phone consultations, where you can ask questions about their services and packages.

Do your research, then make the decision that makes you the most comfortable!

ABOUT TELLWELL



We're a friendly and experienced team of publishing professionals dedicated to giving authors an exceptional publishing experience. We understand that the industry can be confusing and overwhelming, which is why we take a consultative approach—guiding and empowering authors every step of the way.

Tellwell was founded in 2015 by Timothy Lindsay, who saw a gap in the assisted self-publishing space. At the time, most companies weren't offering 100% net royalties or a personalized, transparent publishing experience. He set out to change that—building a company that provides both, along with the best distribution deal in the industry. Today, Tellwell has grown into an international company, proudly supporting authors from around the world.

- ★ Proudly published over 5,000 books
- ★ 350+ 5-star ratings on Google reviews
- ★ A+ rating from the Better Business Bureau
- ★ Winner of the BBB Torch Awards for Ethics
- ★ Named one of the *10 to Watch* companies by Douglas Magazine

ETHICS

At Tellwell, we're committed to upholding high ethical standards in everything we do. That means being transparent and honest in our communication, and making our pricing and terms easy to understand.

We aim to deliver exceptional service to every author, no matter their background or experience. Our team receives regular training to stay aligned with industry standards and best practices, ensuring we continue to provide reliable guidance and support.

Client feedback plays a vital role in how we improve. We regularly evaluate our performance based on author input and are proud of our consistently positive reviews. Tellwell was a **BBB Torch Award for Ethics** finalist in 2022 and 2023, and we were honoured to win in 2024—a reflection of our ongoing commitment to ethical publishing.



WHY TELLWELL



TRUSTWORTHINESS & REPUTATION

We have published over 5,000 books since 2015, have received over 350 5-star reviews on Google alone, and have an A+ BBB rating. We are also a top rated publishing company on [TrustPilot](#).



WORLD-CLASS QUALITY

Our dedicated team of professionals is committed to delivering top-tier service — a highlight many authors say is the most meaningful part of their publishing journey.



GUIDANCE & SUPPORT

Our dedicated team is here to make the publishing journey smooth and stress-free. We empower authors with the knowledge and support they need to succeed — so they feel confident at launch, recoup their investment, and (hopefully) come back for book two.



100% NET ROYALTIES

We offer 100% net royalties, which, surprisingly, isn't an option offered by our biggest competitors, or many other self-publishing companies.



TRANSPARENCY

We're upfront about our pricing, process, and royalties — no surprises. Authors retain full copyright and 100% of their royalties, and our proposals outline all costs clearly from the start. Fair terms, fair pricing, and full control remain with the author.



OCTAVO PROJECT-MANAGEMENT SOFTWARE

Our proprietary project-management platform, Octavo, gives authors real-time access to their publishing journey. Log in anytime to upload files, approve stages, and track progress — all in one easy-to-use dashboard.



FULL OWNERSHIP, FREEDOM & FLEXIBILITY

With Tellwell, authors retain full control over their book files and distribution — a rare advantage in the industry. You'll receive finalized print-ready PDFs to print your book anywhere, anytime, without inflated contracts or pricing restrictions. We also provide EPUB and eBook-ready PDFs, giving you the freedom to submit your book for awards, reviews, or digital promotions — and unlike many competitors, you fully own every version. Prefer to manage your own sales channels? Our Direct Distribution program lets you set your pricing, choose retail partners, and fulfill orders independently.

GET TO KNOW US

DEMYSTIFYING SELF-PUBLISHING PODCAST WITH TELLWELL

▶ WATCH NOW



Inside Tellwell: A Conversation with CEO Tim Lindsay

Tellwell's Founder and CEO, Tim Lindsay, talks about the evolution of self-publishing—and Tellwell itself.

Tim shares his journey, the rise of Tellwell, and why supporting authors is at the heart of everything we do. From tackling vanity publishing myths to exploring the role of AI and the future of indie authors, this episode offers insight, inspiration, and a look behind the scenes.



Why Editing Matters: A Chat with Managing Editor Simon Ogden

Tellwell's managing editor, Simon Ogden, talks about the power of editing in self-publishing.

They explore common misconceptions, why editing is more than just fixing grammar, and how it shapes the reader's experience—while still preserving the author's voice. A must-watch for any writer preparing to polish their manuscript.



Making Self-Publishing Work: Distribution, Marketing & More

In this episode, Alyssa and Simon break down what it really takes to succeed in self-publishing—from global distribution and book formats to royalties and marketing.

They tackle common myths, explore how discoverability works, and share strategies to help authors boost profits and stay competitive in today's publishing landscape.

OUR PROVEN PROCESS

TELLWELL'S 5-STEP PUBLISHING PROCESS

Step 1: Consultation

Your journey starts with a free consultation. You'll be matched with a publishing consultant to explore your goals and our services. Most authors have one or two calls before deciding to move forward—at your own pace, with zero pressure.

Before your second call, we'll share helpful resources, service details, pricing, and a breakdown of options to help you make an informed decision.

Step 2: Onboarding

Once you sign up, you'll be introduced to your Project Manager (PM) and onboarded into Octavo, our publishing portal. You'll get a walkthrough, access webinars, and learn how to navigate each stage. Submit your manuscript when ready—no rush.

Step 3: Production

From editing and design to marketing and distribution, we tailor your publishing plan based on the services you select. You stay in control, with your PM guiding you step by step through Octavo and direct communication.

Step 4: Publish

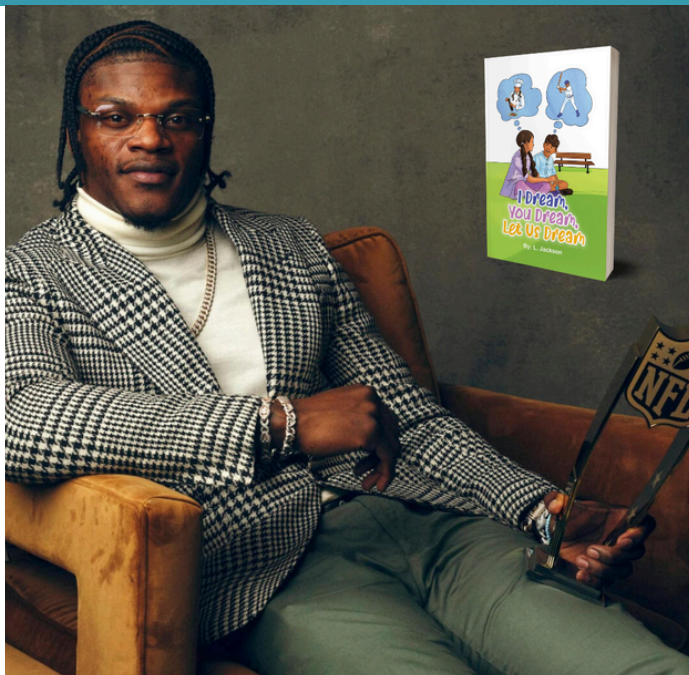
You set your pricing and retain creative control. Once files are approved, we distribute your book globally via Ingram, Amazon, Chapters, and more—available in paperback, hardcover, eBook, and audiobook formats.

Step 5: Ongoing Support

After launch, we continue to support you with retail listing management, royalty reporting, and responsive service. We also collect feedback to constantly improve and reward authors who complete our survey with a free year of premium support.

"We create a more vibrant culture by helping people share their stories."

TELLWELL SUCCESS STORIES



Lamar Jackson

I Dream, You Dream, Let Us Dream!

The Baltimore Ravens quarterback and NFL MVP published his first children's book about dreaming big and achieving your goals. And who better to talk about going for your goals than the NFL superstar himself! Jackson's book was featured in *Sports Illustrated* and on *CBS News*. He shares updates on his book to his millions of followers on Instagram.



Rita Kakati-Shah

The Goddess of Go-Getting

Rita Kakati-Shah is an award-winning entrepreneur, public speaker, media contributor, and best-selling author. She was recognized by President Joe Biden with the Presidential Lifetime Achievement Award for her work. Her book, "The Goddess of Go-Getting" has become the number one bestseller across multiple categories on Amazon, and Kakati-Shah has been featured in numerous media outlets including Forbes, FastCompany, Entrepreneur Magazine, Starter Story, among others.

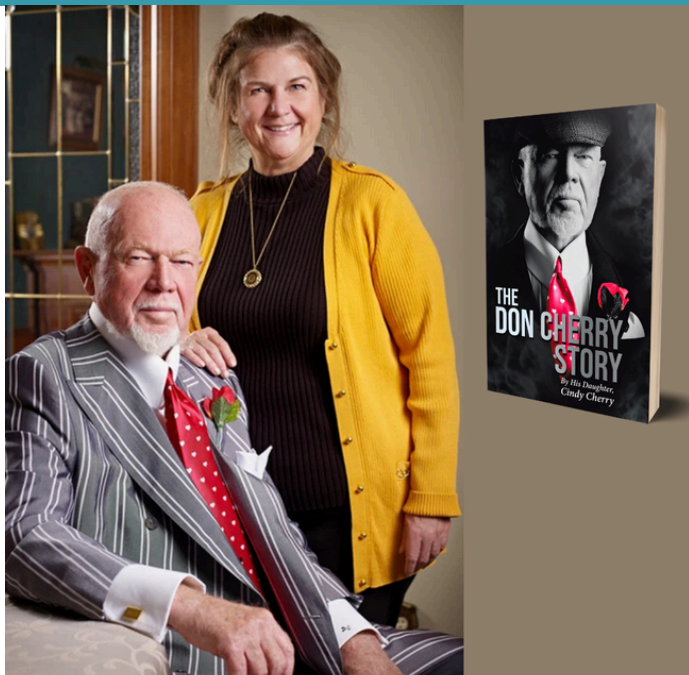


Vali Benson

Blood and Silver

Award-winning young-adult author Vali Benson's debut novel received a gold medal in two categories at the San Francisco Book Festival, first place at the New York Book Festival in the young adult category, and first place in the Royal Dragonfly Book Awards and Moonbeam Children's Book Awards. The acclaimed author was also a winner at the Paris Book Festival, Readers' Favorite Book Awards, and the American Fiction Awards, among several others.

TELLWELL SUCCESS STORIES



Cindy Cherry

The Don Cherry Story

Don Cherry's life and legacy are now captured in "The Don Cherry Story", a bold and intimate biography written by his late daughter, Cindy Cherry, and published by Tellwell. Known for his outspoken personality and love of hockey, the Canadian icon's story goes beyond the headlines, offering a heartfelt, behind-the-scenes glimpse into his life from someone who knew him best. The biography shot to #1 on Amazon's bestseller's list.



Elaine Alec

Calling My Spirit Back

BC Business' Women of the Year, Elaine Alec, is a bestselling author, entrepreneur, public speaker, and coach. Her first book, "Calling My Spirit Back", has sold over 16,000 copies and became a powerful voice in Indigenous storytelling, praised for its impact on healing and reconciliation. The memoir led to keynote speaking engagements across Canada, numerous high profile media appearances, and recognition as a prominent Indigenous leader.

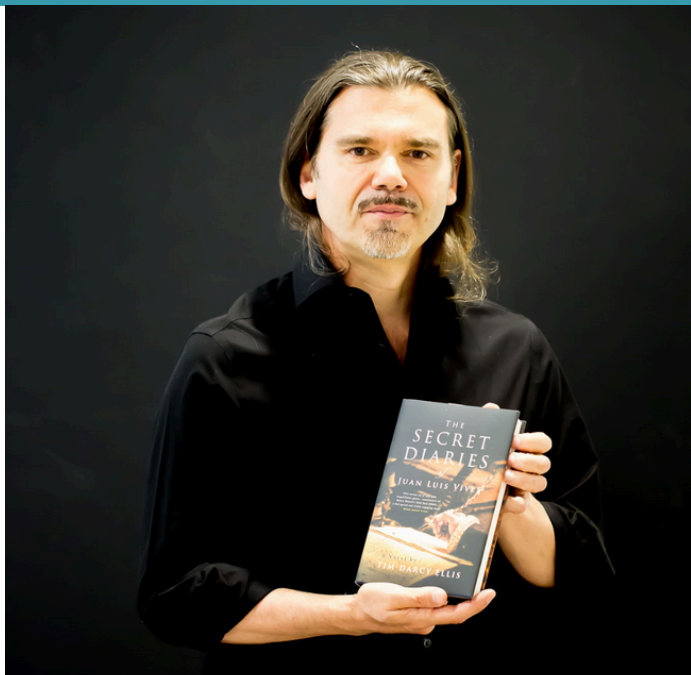


Kyle Shewfelt

Make It Happen

The three-time Olympian and gold medal Olympic gymnast from Canada, describes his pursuit of gymnastics glory in his motivational memoir. He talks about his courageous comeback from two broken legs and how the difference-makers in his life guided him along the way. Shewfelt has appeared on major media outlets, including CTV News, Global News, and the Toronto Sun.

TELLWELL SUCCESS STORIES



Tim Darcy Ellis

The Secret Diaries of Juan Luis Vives

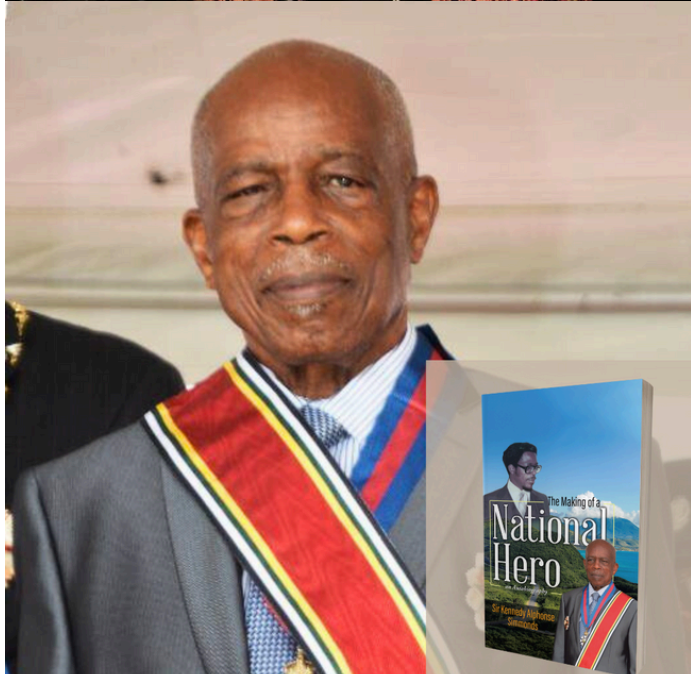
Tim Darcy Ellis's historical fiction debut follows an exiled Spanish Jew who rises to the English court of Henry VIII and Catherine of Aragon. The book has been featured in the *Daily Express*, *BBC Radio*, and the *English Renaissance History* podcast, and praised by *BookTribe*, *Kirkus*, *BlueInk Review*, and more.



Dr. Chelinay Gates

Lucky-Child: The Secret

Dr. Chelinay Gates, a former Female Artist of the Year and honouree in the Who's Who Book of Western Australia, brought her creative depth to fiction with her debut novel, "Lucky-Child: The Secret." The book won the grand prize for Best First Novel at the Next Generation Indie Book Awards, and was also a finalist in Action/Adventure and Regional Fiction — a remarkable debut achievement.



Sir Kennedy Alphonse Simmonds

The Making of a National Hero

Sir Kennedy Alphonse Simmonds, the only living national hero of St. Kitts and Nevis, was the first prime minister of that country, serving from 1982 to 1995. His memoir chronicles his humble upbringing and historic foray into Caribbean politics as he played a vital role guiding it out of colonialism without further fragmentation.

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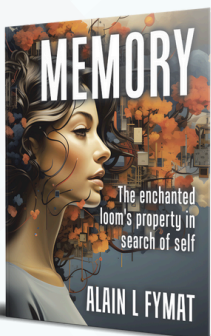
As a new author, I was lost and confused as to the whole process of getting my book published. I got all my questions answered in terms that I could understand. My Tellwell experience was amazing and I would tell anyone who is thinking about writing a book that they couldn't do any better than Tellwell. I am currently writing a second book and I will be using Tellwell services again. Great job, everyone.

TERRY WINKLER, *ELLA'S LOVE*



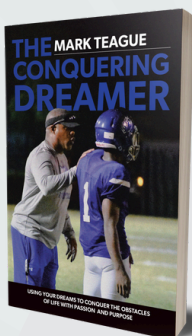
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K. R. BUTT, *UNARMORED*



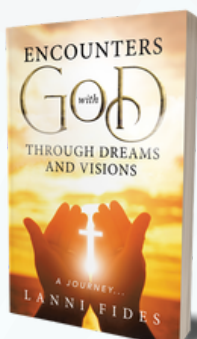
I have worked with Tellwell since 2018, publishing with them 18 books. I highly commend their project managers, book cover designers, and book interior designers. I have found them to be highly professional, dedicated, courteous, and diligent in every aspect of their work.

ALAIN FYMAT, *MEMORY*



Tellwell was recommended to me by a good friend who authored a children's book. She led me to Tellwell, and told me how easy the process of getting her work published was for her. Not only was I sold, I experienced the same thing. My project manager and marketing manager were both EXTREMELY helpful, and made sure I was informed of my book's progress to distribution every step of the way.

MARK TEAGUE, *THE CONQUERING DREAMER*

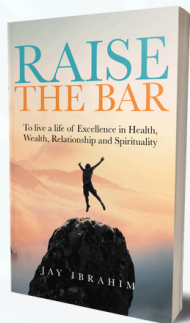


As a first-timer author, searching for the right publisher was a challenge to me. I prayed that God would send me a trustworthy publishing company and He did! I found not only a very efficient and professional company, but a family! I was given the full support from the publishing consultant, project manager, cover and interior designers, editor, marketing and distribution team. I was totally impressed with the promptness, efficiency, and professionalism performed by each team, which made my very first book publication easy! Excellent job!

LANI FIDES, *ENCOUNTERS WITH GOD*



TESTIMONIALS



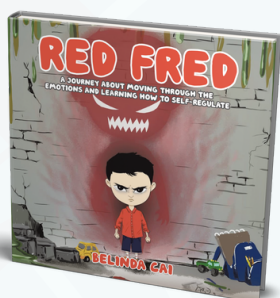
Tellwell made the process of publishing my first book seamless. The design was creative and inviting. It was very clever how it depicted the theme of the book. The editor was fantastic. She gave me suggestions that I believe were beneficial and had a strong, positive impact on the outcome of the book. Highly recommended!

JAY IBRAHIM, *RAISE THE BAR*



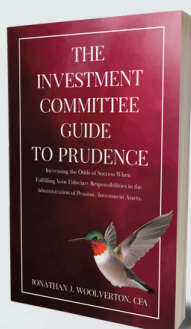
The experience was excellent and so much better than I thought it would be. Your company makes this process very stress-free. I was blown away by the quality of design. Everyone was so organized, amazing, and supportive. This far exceeded my expectations and I'm sad it is over. Thank you!!!!

DUSTIN LANG, *THE CHAMPION'S TRIANGLE*



The experience with Tellwell was extremely helpful being a first-time author. Everything was explained with videos, help from the project manager, and information on their website. They guide you through each step, which makes it less daunting!

BELINDA CAI, *RED FRED*



I found excellence from the support team every step of the way. I could not be happier with the book cover and interior. The book marketing consultant was great, walking me through all the various marketing activities. I could not be more pleased. I look forward to working with the Tellwell team again.

**JONATHAN WOOLVERTON
*THE INVESTMENT COMMITTEE GUIDE TO PRUDENCE***



Not only was everyone so polite and helpful, but I learned a lot about publishing, writing, and marketing. I couldn't ask for a better company to publish with! I'm looking forward to starting my next book so I can work with all the wonderful people at Tellwell again.

RONALD SINGH, *INTERGALACTIC MIND GAMES*

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