

# Publishing with Lekha Ink

*An Informational Packet for Authors*

LEKHA INK, CORP.



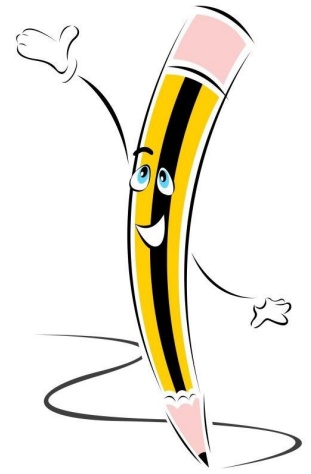
# ABOUT LEKHA INK

## Lekha: A Brief History

Jyoti Yelagalawadi, an avid storyteller and writer since her youth, has always believed that children and youth can accomplish anything by using their imaginations. One of her life long dreams has been to bring unique and good quality books written for or by children.

She started Lekha Publishers in 2002 when she saw the poems written by one of her friends, a volunteer in her neighborhood school. After noticing that no traditional publishing company would publish this extremely unique book of poems, she researched and found out the best way to publish Richard Makenzie's *Poems From The Playground*. After that she published *Laugh With Dinosaurs* and a couple of other books, that she had written, under the company's banner.

Jyoti started a writing program as an experiment in the summer of 2006, when a friend of Jyoti asked her to guide her daughter and a few other children in the art of writing. Jyoti's wonderful experience that summer inspired her to continue the writing center as an inseparable part of her independent publishing company, which was later incorporated as Lekha Ink, Corp. Since then she and her staff have guided and published over 5000 young authors in anthologies. She has personally guided 45 authors, both young authors and adults, in creating their own books.



## How Publishing with Lekha Works

Lekha is a small, independent publishing house, and simply cannot afford to operate in the way of a traditional publishing house, which covers all the initial costs, then pays the author a percentage of the book sales. Lekha authors must cover the initial costs of book preparation and pay to print the first run of the book, however small or large it may be. However, Lekha is not to be considered a typical vanity publisher. Unlike most vanity publishers, who will publish anything that they are paid to, Lekha is selective about the works we publish. Our professional publishing team makes sure that every book we publish is of mass-market appeal and quality. We expect the books we publish to do well and be successful. In addition, we work with our authors to market and sell their books, to get as much exposure and sales as possible for our authors.

Since we are not a traditional-style publishing house, we understand that our authors are making a big investment by choosing Lekha but let us assure you that we are one of the most affordable options out there. We know that the publishing process can be confusing to authors who have not worked with a publishing company like ours before. We hope that this brochure will help to inform you about the basics of publishing with Lekha.

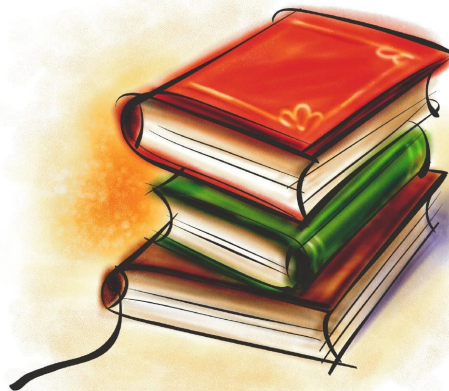


## WHY LEKHA INK?

There are many vanity publishers available who will readily publish your book. Self – publishing is very easy too, so why choose an independent publisher like Lekha Ink?

One can always get books published by "vanity publishers" or "self-publish" a book by sending a copy of their unpolished, unedited manuscript to a printer but the book that is received from a printer or a vanity publisher may not be marketable, and is not likely to sell many copies unless the author devotes a significant amount of personal time into book sales, such as going door to door selling books, developing one's own author website, and paying for expensive print and online marketing services. That is where Lekha comes in. We help authors with the creation (editing, formatting, design, finding and communicating with a printer) and the marketing and sales of their books, to give them a much better chance at becoming successful. Lekha can offer you polished book preparation, marketing services, distribution services, book signing opportunities, book review solicitation, and sales opportunities far beyond what online sites or vanity publishers offer.

We work with different distribution agencies and marketing agencies, to help you choose the best and most affordable route for you.



## OUR PACKAGES

We have something for every type of writer. Do you just need it to look polished? We are here for you. Maybe, you want to improve the flow of your writing, or maybe you want to make sure that your writing suits the international audience. It is possible that you just have an idea and don't know how to go further with it. You may be somewhere between all these stages. Do you need an illustrator or someone to take your book from start to finish? Anything is possible with Lekha Ink.

SERVICE	WHAT IS INCLUDED	COST PER WORD/PAGE
Copyediting	includes punctuation, grammar and spelling check cleanup	\$0.06/word or \$30/page. A page is considered as 500 words.
ESL editing	Includes copyediting plus correction of native speaker's English to either British or American English	\$0.12/word or \$60/page. A page is considered as 500 words.
Developmental editing	Includes help with making the story or write up flow properly. We will look at holes in the story and take the first draft to completion.  Writers submit their first draft and our staff will work with you providing guidance and/or editing	\$120/ hr of guidance. Number of hours depends upon writer. <b>Lekha Students get a discount here.</b>  <b>Or</b> \$0.25/word or \$125/page. A page is considered as 500 words.
Ghostwriting	Your concept will be taken to completion by our writers. In this case, Lekha Ink staff will write and edit the writing needed by the client. Client will be interviewed in order to write the article or book.	\$200/page Without research  \$50 will be charged for each research topic needed for writing.  A page is considered as 500 words.

## OUR PACKAGES—2

Each book requires illustration to complete it. In addition you may require formatting, printing, e-book/audio book conversion, marketing, distribution , website creation, and book signing opportunities.

SERVICE	WHAT IS INCLUDED	COST RANGE
Illustration	Choice of type of illustration for the inside of book.	\$25 – \$400 /page
Cover Creation	Choice of artwork and format for book cover. ISBN is included	\$100 – \$1200
Formatting	Includes formatting the entire book in the size decided.	\$15/page or \$30/spread
Website creation	This includes purchase of domain for three (3) year.	\$500. Maintenance depends on what will be required by you.
Marketing	This includes social media and print marketing	Charges are dependent upon what the client's budget and needs.
Book Signing Opportunities	This includes procuring book signing opportunities in person/virtual in schools or other organizations.	\$50/ signing opportunity
Reviews	This includes reviews by independent and known reviewers	\$50 + cost of review if there is a charge by reviewer.



## **LEKHA INK, CORP.**

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