



divine flow  
PUBLISHING CO.



Publishing Information

UPDATED 3/20/2025

We publish beautifully designed books written by spiritual entrepreneurs who are raising the vibration of the planet.

**We're primarily looking for books on spiritual, new age topics including:**

Intuitive development, energy work, channeling, spirit guides, the spirit world, reincarnation, starseeds, spiritual money / business, tarot, astrology, numerology, human design, animal communication, angels, ascended masters, chakras, yoga, kundalini, herbalism, holistic health and wellbeing, feng shui, new age science & psychology, creativity, self-love, self-care, soul mission, mindfulness, the divine feminine... just to name a few ideas!

**Our books feature rich personal stories where it's easy to get to know, relate to, and trust the author.**

We love it when you can share your useful and practical wisdom with your ideal readers with vulnerability and humility in a confident yet casual and contemporary tone.

Just by being your true self, your words, thoughts, and stories have the power to transform the world!

# Our Core Values

*Flow*

Working in alignment with soul magic and harnessing our intuition to create from the heart

*trust*

Trusting in divine timing to allow inspiration to flow through and the universe to line up everything perfectly according to a greater plan

*honor*

Honoring our authors' creativity and unique soul expression and fully supporting their needs

*integrity*

Advocating for our authors and guiding them in the direction of what is truly best for them and their book

*transparency*

Being upfront and honest about the process and what is really happening all along the way

# Editorial Guidelines

## WHAT WE'RE LOOKING FOR:

- Nonfiction guidance where you tell your story as you share tips, tools, and lessons focused on what your ideal reader most wants to know.
- Similar to the allure of “people watching”, the reader becomes just as interested in your life journey and unique point of view as they are in the subject itself. The readers are meeting and getting to know you as a person *as* they are learning from you as an expert.
- Each story you share is linked to a key lesson or takeaway that is most important to your reader’s understanding of the book’s subject. It’s your story told in a way that’s truly all about helping & inspiring *them*.
- Sharing with humility, vulnerability, honesty, and integrity about your experiences while still exuding a strong sense of confidence in your subject and mission.
- Writing in a conversational tone as if you’re talking to a friend.
- Your book is a generous presentation of your life’s work—not a fluff-filled marketing ploy that is primarily used to sell your offerings. The main purpose is to help the people of Earth specifically overcome a challenge or satisfy a curiosity. Promotions may go at the end.
- An openness to consider constructive edits, revisions, and beta reader feedback while still retaining your voice and creative intention.
- Manuscripts are 60,000-75,000 words sent in a Google Doc using the Chrome [Grammarly](#) browser extension to fix grammar & punctuation as you write it.

# Our Publishing Timeline

As your indie publishing partner, we work with you every step of the way as you start with a small seed of an idea all the way to the printed book.

Our standard VIP publishing package takes approximately **18 months** to produce a finished book, including plenty of time to write your book, edit, design, and publish it, and create a promotional launch strategy with full guidance and done-for-you support all along the way.

**Here is a sample timeline to give you an idea of what to expect:**

## 1. WRITING & EDITING - 3-6 months

- **BOOK COACHING:** Receive accountability and guidance around creating your outline, breaking it down into smaller sections, and staying focused and inspired as you write the first draft of an engaging book your ideal readers will love.
- **MANUSCRIPT REVIEW:** After the first draft is complete, our editor will review your manuscript, suggest edits and updates, and write the description for the eventual back cover and sales page of your magnificent book.
- **AUTHOR'S EDITS (#1):** You can make any updates as desired and finalize the book's title, write your dedication page, create an author bio, and plan out any promotional pages to share your work or business at the end of the book.
- **PUBLISHER LINE EDITS, BETA READERS, AND AUTHOR'S EDITS (#2):** After one last check for spelling, grammar, and clarity of message, a small group of people consisting of your ideal readership will receive your manuscript and be given 5 weeks to read it and fill out a questionnaire with their feedback. Consider this to be like the "reviews before the reviews" - yet they're coming in at a stage when you can still make changes!

**AUTHOR PLATFORM** - Together, we'll work through a series of steps to help you grow your online following and begin to lay the foundation to prepare for a successful book launch.

## 2. DESIGN & LAYOUT - 3 months

- **COVER DESIGN:** Create a Pinterest Board for your cover designer so they can get to work designing something you love for the front, back, and spine. You'll have 2 cover options to pick from and can request up to 3 revisions as desired to make sure you absolutely love it.
- **eBOOK & INTERIOR PAGE LAYOUT DESIGN:** Your book's interior will be laid out and you will receive a marked up PDF with further editing suggestions.
- **DESIGN REVIEW CALL (FINAL EDITS):** Review your entire book's design and discuss any last changes. This is the last opportunity for you to suggest updates as desired and ensure you're happy with the way the book design is laid out by making any final design requests.



*All designs are infused with Reiki and encoded with sacred geometry.*

### 3. PUBLISHING & LAUNCH PREP - 3 months

While you continue nurturing your audience in preparation for your book's launch, we'll get it completely ready for professional publication:

- **BOOK REGISTRATION:** We'll gather your book's metadata categories and keywords (the SEO for your book), determine pricing, register your ISBNs (International Standard Book Numbers), and collect the information we need for the inside pages to make it possible for libraries to catalog your book.
- **ADVANCE READER COPIES (ARCs):** Six weeks before launch, we'll send you a box of books to keep for yourself AND to mail out to early readers so you'll be all set to receive endorsements & reviews as soon as it launches.
- **BOOK PHOTOGRAPHY:** A copy of your book will also be sent to our photographer to create beautiful images of your book that will be ready to be shared on sales pages, email promotions and throughout social media.
- **PRE-ORDER LAUNCH MARKETING CALL:** Once your book's pre-order page is ready and a launch date has been determined according to the ideal astrological alignment, we'll be all set for the pre-order launch! Hop on a call with your publisher to discuss pre-order campaign options to set you up for a successful launch, including pre-order bonuses and launch party planning,
- **POST-LAUNCH PROMOTION SERIES:** Receive guidance for promoting your book after it is launched and live out in the world including pitching to podcasts, receiving media features, applying for book awards, and more.



*Examples of professional book photography that mirrors the personality of your book*

# Additional Options

## CUSTOM ILLUSTRATIONS - 1-3 months

To add more personality and flair to your book, our in-house artist can create stunning custom illustrations to go throughout the interior pages of your book for an extra fee. (You may also use your own artwork or photographs!)

- **SMALL ILLUSTRATION WITHIN A TEXT LAYOUT:** \$111 each
- **HALF-PAGE ILLUSTRATION:** \$333 each
- **FULL-PAGE ILLUSTRATION:** \$555 each
- **2-PAGE SPREAD ILLUSTRATION:** \$1,444 each

All prices are in USD and include unlimited licensing fees.

## BOOKSTORES & LIBRARIES - 2 months

If you dream of seeing your book sold in bookstores and distributed to libraries rather than just sold online, we can explore these options:

- **TRADE REVIEWS:** We'll get your book reviewed by the 3 most major book review journals and place these reviews on your book's product page and within your book's listing in the database used by booksellers internationally.
- **TIP SHEET:** We'll create a PDF you can send out to your desired bookstores and retailers, both small and large, to ask them to stock your book in their shop.
- **FOREIGN RIGHTS MANAGEMENT:** Your book will be placed in front of publishers in other countries who may wish to translate it into other languages.

## AUDIOBOOK PRODUCTION

Read and record your book with your own voice to be turned into an audiobook that is available on Audible. We'll guide you on how to record it, and send your files off to our audiobook engineering team to master and upload the tracks.

# Pricing & Payment Plans

**What to expect:** You'll meet with us for a **1-hour Zoom** call each month as we move through the entire process of writing & publishing your book. You'll also have unlimited email support for the lifetime of your book.

Our publishing dream team will be all hands on deck to bring your book from simply being an idea in your mind to becoming a stunning hardcover, paperback, ebook, and a self-narrated audiobook (if desired according to your goals, intentions, and vision).

Ultimately, you are the hero of your story. We're here to guide and support you to elevate the end product - and the entire experience along the way!



**Your Investment: \$549 USD for 18 months**

OR SAVE 10% WHEN YOU PAY IN FULL

**\*Save \$7,632 when you self-publish your book!** *Book Magic* is our publishing pathway for spiritual entrepreneurs who prefer to save money and DIY. This is your opportunity to work with our publishing team as you learn to publish your own book on your own terms.

[>>> Learn more at www.divineflow.co/bookmagic](http://www.divineflow.co/bookmagic)

# Payouts & Sales Statements

We are proud to offer **70%** of ALL profits to you, the author, including **print**, **ebook**, and **audiobook sales**, as well as **foreign rights deals** if it is picked up by a publisher who wishes to translate it into other languages.

The other **30%** is reinvested back into administration, marketing and promotional support, and maintaining your book in our catalog. We pay in USD.

Note: This is on the highest end of what you can expect from an independent publishing house. For comparison, traditional publishers usually offer between 4-12% royalties and many independent publishers only offer 25-40%. Exact payout rates differ depending on the price & performance of your book. You'll receive quarterly payouts and transparent sales statements for the lifetime of your book.

*\*Please keep in mind that booksellers & retailers expect to be able to return your book if it does not sell in the store in the first 6 months, so we hold bookseller revenues until after this initial return period. Online sales are debited within 60-90 days.*

# Your Author Responsibilities

**Publishing your book with us is a true collaboration.** Are you ready to begin writing your book immediately upon (or soon after) signing on? Right away, you'll begin scheduling sessions to create your outline and commit to a writing schedule that will allow you to complete your book within a reasonable timeframe. (Yes, this is really happening!) Please also be prepared to finalize your edits and reply to our emails and call requests within a reasonable timeframe, as we absolutely cannot do this without you.

While we will be helping with marketing & promotion, YOU are the very best promoter of your book. We can make endless suggestions, but it's up to you to choose to follow through and execute. We are investing our time and talent in you just as much as you are investing in us. ♥



Ready to become an inspiring  
published author with us?

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**The next step is to submit a brief book proposal  
sharing your intentions for your book:**

 **GET STARTED NOW**

**Any questions? We're happy to chat via email!  
Email us at [info@divineflow.co](mailto:info@divineflow.co)**