

# DeedsPublishing

We are as passionate about publishing your book as you are about writing it!

## Services

- First time authors
- Established authors
- Hardback
- Paperback
- eBooks
- Coffee table books
- Children's books
- Reprints
- Editing
- Design
- Layout
- Consulting
- Ghost writing
- Marketing
- Websites
- Social media

## Who Are We

Deeds Publishing, located in Marietta, Georgia, was founded in 2005. The President, Bob Babcock, had a bad experience with a publisher and decided to investigate the process himself. The rest is history, and Deeds Publishing was born. Initially the emphasis was on military books. Today, Deeds has both a military and other genre arm and has brought to market many different kinds of books - there is something for everyone.

## What Makes Deeds Publishing Unique?

Our founders, Bob and Jan Babcock, come from strong corporate backgrounds at IBM. Their nearly 50 years of combined sales and marketing experience is coupled with a strong entrepreneurial spirit. They are balanced with the currency and enthusiasm of our Creative Director, Mark Babcock, a recent UGA graduate.

Bob Babcock is passionate about military history and has been able to leverage his knowledge and contacts to offer a wide range of military books, some of which he has authored.

Mark is passionate about the written word and is responsible for all layout and design work. Our VP of Sales & Marketing, Jan Babcock, loves working with our authors in developing creative plans to market their books.

This family business also knows the importance of taking care of their own and supporting each employee's passion: Bob's love of the military; Mark's work as an elite cyclist; and Jan's love for cooking. We believe people must take time to do the things they love and are passionate about. It's sometimes a delicate balance, yet is so important. Supporting the "whole" person shows in the quality of their work.

Just as it is important to know what you are truly good at, it is important to know when a need falls outside your expertise. Deeds prides themselves in partnering with other professionals to bring all aspects of the publishing process to the table.

Lastly, Deeds believes in the importance of giving back. You will see many references to their support of charitable causes - Atlanta Pet Rescue, CureSearch for Children's Cancer, and the USO are three.

We love books - let us be your partner for the perfect ending!

## Where does a book fit?

We have found books fit into one of five categories:

- Level 1 - Friends and Family - no serious sales or marketing objectives, typically <100 books printed, legacy rather than profit motive.
- Level 2 - Desire to break even and hopefully make a profit, typically >300 books, author will handle majority of sales/marketing efforts.
- Level 3 - Desire to make a profit, typically >500 books, author needs help from Deeds or someone else in sales and marketing.
- Level 4 - Best seller potential, joint venture between author and Deeds, to include sharing of costs and profits.
- Level 5 - Best seller potential, Deeds takes the financial risk, author is paid a royalty and has a large investment of time in marketing and selling the book.

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