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## FastPencil Internal Q&A

### Corporate

#### Q. What does FastPencil do?

A. FastPencil makes the book-writing process painless – from concept to a printed book. FastPencil is leveraging the disruptive trends of self-publishing, social media, print-on-demand eBook distribution to deliver a new unified online service that streamlines the book publishing process offering more control and higher margins for authors. The FastPencil writing and publishing service enables authors to create books online, collaborate, publish and distribute from one engaging, simple, cost-effective solution. FastPencil gives you a place to create your book, easily share your work with trusted friends and industry veterans, publish it instantly as a traditionally bound book or paperless e-book and distribute through FastPencil, Amazon and Barnes & Noble.

#### Q. When was the company established?

A. FastPencil was incorporated in November of 2008.

#### Q. Current number of employees?

A. Approximately 15

#### Q: What is your pricing model?

A. FastPencil offers a multi-tiered approach with four different publishing packs: Free, Bronze, Silver, and Gold.

- **Free Service:** Includes online writing and collaboration tools, email technical support, unlimited images, 'Blog to Book', social network interface, cover design generator, formatting templates, e-Book formatting, access to a la carte services
- **Bronze Pack, \$499:** Includes all features under the free service plus 1 hour of author support with a personal consultant, email and phone access to tech support, basic cover design, interior book design template, editorial review for up to 50 pages, 1 free paperback book, ISBN number, eBook and print distribution through FastPencil, Amazon and Barnes & Noble, and 32,000 other retailers.
- **Silver Pack, \$749.99:** Includes all features under free service plus 2 hours author support with a personal consultant, email and phone access to tech support, basic cover design, interior book design template, editorial review for up to 100 pages, formatting review for up to 100 pages, 5 free paperback books, ISBN number, eBook and print through FastPencil, Amazon and Barnes & Noble, and 32,000 other retailers.
- **Gold Pack, \$1229.99:** Includes all features under free service plus 3 hours author support with a personal consultant, email and phone access to tech support, premium

custom cover design, interior book design template, editorial review for up to 200 pages, formatting review for up to 200 pages, 10 free paperback books, ISBN number, eBook and print through FastPencil, Amazon and Barnes & Noble, and 32,000 other retailers, and 2 hours of professional marketing consulting.

## FastPencil Offers A La Carte Services:

### Cover Design

- Custom Cover: \$80.00
- Premium Cover: \$399.00
- Deluxe Cover: \$849.99
- Custom Cover Illustration: \$399.00
- Custom Back Cover: \$149.99

### Editorial Services

- Page Review: \$199.99
- Line Editing: .029/word
- Advanced Editorial: .076/word
- Rush Editing: .035/word

### Formatting Services:

- Custom: \$149.00
- Premium: \$199.00
- Deluxe: \$349.00
- Ultimate: \$599.00

### Illustration Services:

- Clean Black and White:  
\$139.00 Single illustrations  
\$749.00 Package of 6  
\$1,249 Package of 10
- Fine Black and White:  
\$159.00 Single illustration  
\$829.00 Package of 6  
\$1,429 Package of 10
- Clean Color  
\$179.00 Single illustration  
\$899.00 Package of 6  
\$1,589.00 Package of 10
- Fine Color  
\$209.00 Single illustration  
\$1,099.00 Package of 6  
\$1,829.00 Package of 10
- Meticulous Color  
\$239.00 Single illustration  
\$1,499.00 Package of 6  
\$2,429.00 Package of 10

## Product

### **Q. How does the service work?**

A. Signing up for FastPencil is as easy as entering your name and email address. If you plan to only self-publish a single book about your family history or make a career as an expert in your field, FastPencil gives you complete control every step of the way. Once you have entered the system it is easy to get started writing your book within FastPencil. Through a process we call Guided Collaboration, you can bring in new acquaintances and old friends to help you turn your idea into a masterpiece. At any point in the process you can connect with like-minded people, pool resources, chat, gather feedback from reviewers and editors and collaborate with other authors – all without leaving FastPencil.

### **Q. Does the writer own all the rights to the book?**

A. What's yours is yours. Everything you write with FastPencil stays under your copyright.

### **Q. Are you compatible with Stanza, eReader and Kindle?**

A. We want writers to be able to publish to any format and device they want. Whether it is the iPhone or Kindle we will be supporting it in the coming months.

### **Q. Is there proprietary technology behind FastPencil?**

A. FastPencil has a provisional patent pending for technology and process.