



BALBOA[®]
PRESS



PUBLISH YOUR

INNER AUTHOR

A DIVISION OF
 HAY HOUSE



ENVISION YOUR **BOOK**

Where would the world be without free thinkers like you exploring new ideas, speaking their minds and embracing their creative spirits?

Balboa Press, a division of Hay House, believes that there is a unique, independent voice in all of us just waiting to be heard. By publishing your book, the freedom to achieve something powerful and lasting is within your reach.

Take this moment to imagine the book that you want to publish. With Balboa Press on your side, that book is closer than you think. By looking within, discovering your voice and expressing yourself, you can make it happen.



THE POWER OF POSITIVE PUBLISHING

When you publish with Balboa Press, you get more than just a book. You are also connecting yourself with Hay House, the world's largest publisher of empowerment titles, and a source millions turn to and trust for inspirational and encouraging messages.

With that connection comes more opportunity to excel by participating in exclusive Hay House events, or maybe even having your book picked up by Hay House, and joining its lineup of visionary authors that includes founder Louise Hay and Dr. Wayne Dyer.

No matter what your publishing ambitions may be, Balboa Press gives you the keys to unlock your potential as an author. You stay in control while benefitting from our expert guidance as your manuscript is transformed into a published book.

RAISE YOUR VOICE

WITH A PUBLISHING PACKAGE PERFECTLY SUITED FOR YOUR BOOK

When it comes to Balboa Press publishing options for your manuscript, the sky is the limit. Whether you're interested in black & white or vibrant color publishing, the spectrum of Balboa Press publishing packages can take your book to new heights.

CORE PUBLISHING

Authors with something unique to say need versatile publishing options. Balboa Press core publishing packages give you the custom formatting and expert cover design to match your vision.

COLOR PUBLISHING

Add another dimension to your story with vibrant color photos and other imagery that engage readers, complementing your words to give a richer reading experience.



EXPECT GREAT THINGS FOR YOUR BOOK

When you publish with Balboa Press, your book receives a wide range of benefits including:

- A design team that not only suggests cover visuals and other imagery, but creates it based on your input and vision
- Book availability to 25,000 retailers (such as www.amazon.com and www.barnesandnoble.com) who can choose to order your book
- Promotional BookStub cards that offer you the freedom to conveniently publicize and give away e-books
- Author discounts on volume book orders
- Your own personal page in the Balboa Press online bookstore

TELL THE WORLD

YOUR VOICE CARRIES FURTHER WITH MARKETING SERVICES



Publicity

Stir up interest with a variety of press releases and promotional campaigns, plus the Kirkus Indie Review program.



Video

Showcase your story through the dynamic imagery and music of a promotional book video, or share the message of your book in your own words with an author video.



Online

Connect directly with readers on the Web with a social media campaign, author website and more.



Events

Take your book to the masses with unmatched event opportunities such as book gallery placements and book signings at the largest book fairs in the country.



HAY HOUSE HELPS YOUR BOOK

Besides the potential to have your book picked up by Hay House, publishing with Balboa Press also gives you chances to promote your book exclusively through Hay House, including the online **Hay House** book catalog and **Hay House Radio**.

FROM DREAM TO DONE

FOLLOW THIS PATH TO REACH YOUR GOAL

- 1 CONSULT with one of our publishing experts, who will help you pick a publishing option, plus any additional editorial or design services that can help you reach your ambitions.
- 2 SELECT your publishing package from our spectrum of black & white or color options that bring out the best in your book and help you discover your true potential.
- 3 SUBMIT your manuscript, and the Balboa Press team will go to work publishing your book based on your unique vision.
- 4 BUILD a promotional strategy with a Marketing Consultant, so that you can spread your positivity to as many people as possible.
- 5 SIGN OFF with your approval on the final draft, and your finished book will be printed, distributed and available to inspire readers all over the world.

REALIZE YOUR VISION the first step is yours

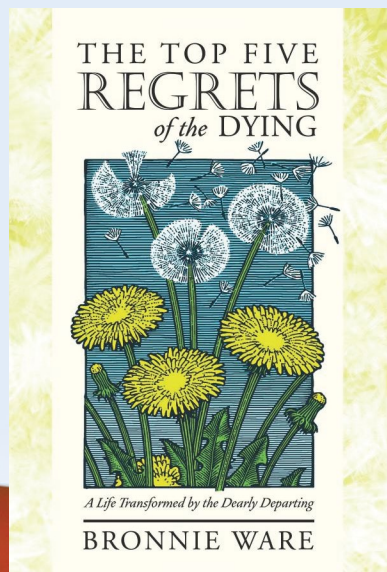
The only way to truly satisfy your creative spirit is to express your message; and while Balboa Press can help you achieve your ambitions, it's up to you to get started. Why wait another moment? There's an author in you waiting to be heard, and by publishing, you'll be sharing your voice with the world.

Discover all of the publishing possibilities Balboa Press has to offer by visiting www.balboapress.com or calling **844.682.1282** for a free publishing consultation.

A DREAM COME TRUE

BE DISCOVERED THROUGH BALBOA PRESS

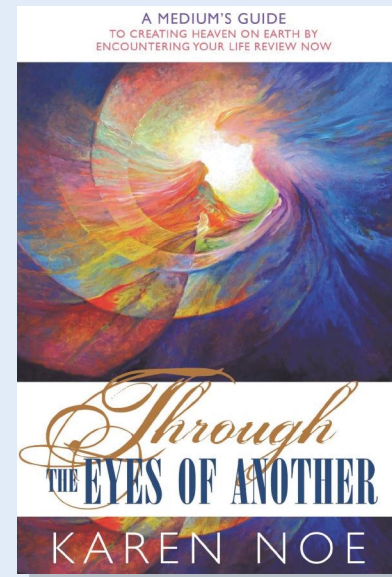
It's time to make your publishing dreams come true. Why just hope and wait, when you could take control and make it happen? Balboa Press is here to empower you to achieve, and as these authors will attest, making your dreams come true is entirely within your reach.



Author Bronnie Ware published her book, *The Top Five Regrets of the Dying: A Life Transformed by the Dearly Departing*, with Balboa Press after feeling a need to share the experiences and insights she gained caring for terminally ill patients.

"Calls from the media came pouring in, and Ware's book was becoming an international phenomenon because it was so identifiable and such a powerful, real-life topic," said Leon Nacson, managing director of Hay House, Inc., Australia.

"I immediately contacted Bronnie to offer her a publishing contract. It was an incredible moment, and we are all pleased to welcome Bronnie and her lovely daughter to the Hay House family."



Karen Noe's book, *Through the Eyes of Another*, was given a traditional publishing contract by Hay House less than a year after being published by Balboa Press.

"... After being published at Balboa Press, I was asked by the president of Hay House to come on board. I am now going to be a Hay House author. It really is a dream come true. This has been a great experience!"

KAREN NOE, author of *Through the Eyes of Another: A Medium's Guide to Creating Heaven on Earth by Encountering Your Life Review Now*

While not every author will be published by Hay House, many have found success through Balboa Press. Here's what some of our other authors are saying about their publishing experience:



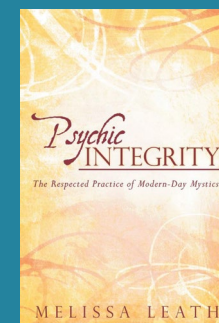
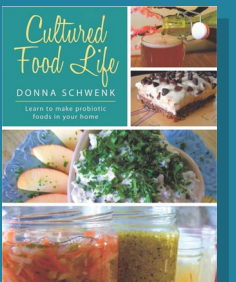
"Balboa Press' dedication to excellence took the speculation out of publishing and thereby encouraged me to write another book. They promised and delivered."

AARON ANSON, author of *Mind Your Own Life: The Journey Back to Love*

"What surprised me was all the help I got from the people at Balboa Press. They made publishing effortless and a joy.

It was a life-changing experience!"

DONNA SCHWENK, author of *Cultured Food Life: Learn to Make Probiotic Foods in Your Home*

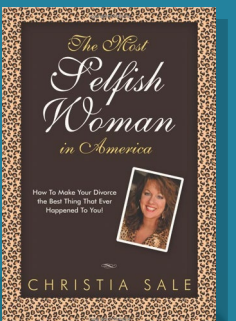


"Publishing as part of the Balboa Press family was so comfortable that my next book will continue in this tradition."

MELISSA LEATH, author of *Psychic Integrity: The Respected Practice of Modern-Day Mystics*

"After my first phone call, I knew I could do this with the help of Balboa Press. The whole process was smooth and easy, and my book turned out perfectly."

CHRISTIA SALE, author of *The Most Selfish Woman In America: How To Make Your Divorce The Best Thing That Ever Happened to You!*



balboapress.com

844.682.1282

