



Overview of Fieldhouse Publishing Deal

Earnings

Printed Books (Paperbacks)

- 20% of Net Receipts (Average Traditional Publisher does 7.5% - 10%)

“Net Receipts” refers to the actual amount of money a publisher receives from retailers and distributors after discounts, returns, and taxes are deducted.

If your printed books earn \$500 in profit after discounts, returns, and taxes, you would receive 20%, which in this example would be \$100.

If your book is purchased in any of Ron Knight Entertainment stores (Brick-and-Mortar Stores.)

- 30% of Net Receipts! (Other companies this is 10%)

Digital Files (eBooks)

- 50% of Net Receipts (Traditional Publishers usually offer only 25% Net Receipts for digital books.)

Merchandise

Fieldhouse will at minimum manufacture glossy magnets and coasters based on your Fieldhouse Library (book). Other possible merchandise will include T-shirts, mugs, tumblers, posters, prints, tote bags, and card games.

- 50% of Net Receipts (Traditional Publishers usually offer 10%-15%)

TV/Film Rights

If an offer is received for an option to sell the AV (Audio/Visual) rights including film, television, or video, Fieldhouse Publishing **and the** Author will negotiate terms of the sale.

Options will not automatically be given to the Publisher without written consent from the Author and options will not be given to the Author without written consent from the Publisher. The Publisher and Author will each receive 50% of the net earnings of any AV sales.



Term Length of Contract

- 5 Years

Rights return to author if:

- Book goes out of print.

Payment Terms

- Royalties (Net Receipts) are paid once a month.
- We offer clear reporting statements and transparent accounting.

Author Responsibilities

Authors are expected to:

- Participate in marketing (social media, To-Do list provided by Fieldhouse).
- Promote all Fieldhouse Store locations. (To increase higher net receipts on your sales.)
- **Optional:** Purchase other authors books, once every three months.

Authors are not expected to:

- Pay for publishing.
- Fund their own book.

Fieldhouse Publishing is owned by Ron Knight Entertainment.

What does this mean? Here are other companies under RKE that you'll have access, all working together to increase revenue:

- Vortex 9 Films (Movies and Plays)
- Rose Water Games (Board Games and Card Games)
- R. Knight Media (Merchandise)
- Fieldhouse (Haunted Fieldhouse Librarys/Sales)
- Middle Room Café and Bookstore (Themed Drinks/Coffee, Gift Shop)
- Five Publishing Houses



Author Discount Referral Coupons

Each author will receive personal 10% coupon that can be share to family, friends, and followers. Authors will receive a percentage of sales each time the coupon is used, and this will be included with Net Sales.

The coupon can be used on ANY books and Fieldhouse Librarys in the Fieldhouse Library.

Author Coupon Tiers

Bronze Ambassador

Coupon is used 0-24 times.

Receive 6% of sales from your coupon.

Silver Ambassador

Coupon is used 25-49 times.

Receive 7% of sales from your coupon.

Gold Ambassador

Coupon is used 50-99 sales times.

Receive 8% of sales from your coupon.

House Legend Ambassador

Coupon is used 100+ times.

Receive 10% of sales from your coupon.

This is a terrific way to earn extra revenue each month!



Author Levels

This business model is successful because of “Activity.” The more active you and the other authors along with Fieldhouse Publishing are, the more Levels you can achieve.

Fieldhouse Publishing will reward those who are doing well, so when you reach a Level, you’ll receive added benefits.

Once again, this is just an incentive. You don’t have to do anything if that’s your choice. Levels were created to keep track of your success and add some extra benefits for those who work hard on their writing career.

Level 1 Total Net Revenue: \$10 (This is the total amount of net sales you earned.)

After reaching Level 1, you receive a bonus.

Bonus: You will be promoted on the Fieldhouse Facebook page.

Level 2 Total Net Revenue: \$25

Bonus: Your book will be placed in the top spot of the Fieldhouse Library page on the website so customers can see you first. (As other authors gain levels, your book will slowly move down on the page, giving others a chance to be seen by customers.) In addition, you will be promoted on the Fieldhouse Facebook page.

Level 3: \$50

Bonus: Your book will be featured with a group of four authors in the Fieldhouse Newsletter. Your book will be placed in the top spot of the Fieldhouse Library page on the website so customers can see you first. In addition, your book will be promoted on Fieldhouse Facebook page.



Level 4: \$100

Bonus: You'll receive a JPEG badge "Fieldhouse's Top Author" to use for your marketing and website. Your book will be placed in the top 5 of the Fieldhouse Library page so customers can see you first. In addition, your book will be promoted on Fieldhouse Facebook page.

Level 5: \$250

Bonus: Fieldhouse will promote your Discount Referral Coupon to customers on the Fieldhouse Facebook page. In addition, your book will be placed in the top 5 of the Fieldhouse Library page so customers can see you first.

Level 6: \$500

Bonus: Special Fieldhouse blog will be written about you, including your Discount Referral Coupon and blog shared on Fieldhouse Facebook page. In addition, your book will be placed in the top 5 of the Fieldhouse Library page so customers can see you first.

Level 7: \$1,000

Bonus: Spotlight in *Fieldhouse Reader's Society Magazine*. Fieldhouse Publishing will purchase Facebook ad's to promote your book for a week. In addition, your book will be placed in the top 5 of the Fieldhouse Library page so customers can see you first.

Level 8: \$2,000

Bonus: Spotlight in *Fieldhouse Reader's Society Magazine*. Fieldhouse Publishing will purchase Facebook ad's to promote your book for two weeks. Special Fieldhouse blog will be written about you, including your Discount Referral Coupon and blog shared on Fieldhouse Facebook page. In addition, your book will also be placed in the top 5 of the Fieldhouse Library page so customers can see you first.



Level 9: \$3,000

Bonus: Spotlight in *Fieldhouse Reader's Society Magazine*. Fieldhouse Publishing will purchase Facebook ad's to promote your book for three weeks. Special Fieldhouse blog will be written about you, including your Discount Referral Coupon and blog shared on Fieldhouse Facebook page. In addition, your book will be placed in the top 5 of the Fieldhouse Library page so customers can see you first.

Elite Status

Shelf 1 Level: \$5,000

Bonus: Placed on the cover of *Fieldhouse Reader's Society Magazine* with article. Video interview with you posted on YouTube along with the Fieldhouse blog including your Discount Referral Coupon. You'll be featured in Fieldhouse Newsletter. Your book will be featured on the Home page of the Fieldhouse website. Fieldhouse Publishing will purchase Facebook ad's to promote your book for four weeks. In addition, your book will be placed in the top 5 of the Fieldhouse Library page so customers can see you first. Twenty glossy magnets that match your book theme will be mailed to you for free giveaways.

Shelf 2 Level: \$10,000

Bonus: Cover of *Fieldhouse Reader's Society Magazine* with article. One paid Influencers to talk about your book. You'll be featured in Fieldhouse Newsletter including your Discount Referral Coupon. Your book will be featured on the Home page of the Fieldhouse website. Fieldhouse Publishing will purchase Facebook ad's to promote your book for four weeks. In addition, your book will also be placed in the top 5 of the Fieldhouse Library page so customers can see you first. Ten printed books and twenty glossy magnets that match your book theme will be mailed to you for free giveaways.



Shelf 3 Level: \$20,000

Bonus: Two paid Influencers to talk about your book. You'll be featured in Fieldhouse Newsletter including your Discount Referral Coupon. Your book will be featured on the Home page of the Fieldhouse website. Fieldhouse Publishing will purchase Facebook ad's to promote your book for four weeks. In addition, your book will also be placed in the top 5 of the Fieldhouse Library page so customers can see you first. Twenty printed books and forty glossy magnets that match your book theme will be mailed to you for free giveaways.

Shelf 4 Level: \$30,000

Bonus: Three paid Influencers to talk about your book. Google Ads purchased for your book. You'll be featured in Fieldhouse Newsletter including your Discount Referral Coupon. Your book will be featured on the Home page of the Fieldhouse website. Fieldhouse Publishing will purchase Facebook ad's to promote your book for four weeks. In addition, your book will also be placed in the top 5 of the Fieldhouse Library page so customers can see you first. Twenty books, twenty glossy coasters, and forty glossy magnets with your theme mailed to you for free giveaways.