



MINDSTIR MEDIA

# SELF-PUBLISHING Guide

As a top book self-publisher in the USA for a decade, MindStir Media has the staff in place to help make your book a success. Bypass the learning curve by working with MindStir Media's team of professionals using our streamlined self-publishing process.

Call **800-767-0531**  
for a Free Consultation

AS SEEN ON: *Lifetime* **OWN** **FOX** **H**  
OPRAH WINFREY NETWORK BUSINESS HISTORY

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MindStir Media is an award-winning self-publishing company offering Mind-Stirringly Easy Book Publishing. Our self-publishing services include mentoring from a bestselling author; custom book design; assisted self-publishing in multiple formats; distribution; marketing & royalties up to 100%. As one of the best self-publishing companies, we pride ourselves in creating high-quality books!

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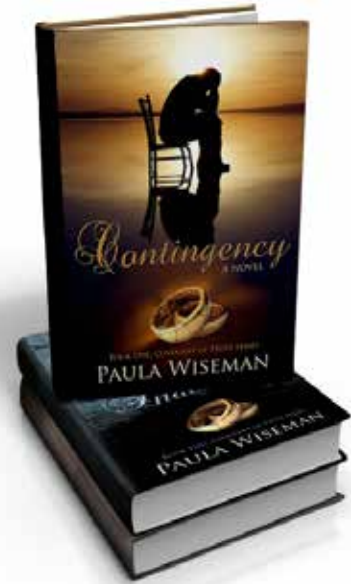
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# HOW SELF-PUBLISHING WORKS WITH MINDSTIR MEDIA

Call **800-767-0531** for a Free Consultation or schedule a call directly with bestselling author and MindStir founder J.J. Hebert at [schedulejj.com](http://schedulejj.com).

We'll get to know you and your manuscript during the call, offer guidance, and help you select an appropriate publishing package for your book.



## CHOOSE PUBLISHING SERVICES

The packages include everything you need to get published. Book publishing services include editing, book cover design, interior layout, ISBN assignment, barcode generation, marketing and more.



## SELL YOUR BOOK TO CONSUMERS

Customers will be able to order your book through our distribution network, including Amazon, Barnes & Noble, Powell's, Books-A-Million, Ingram and Baker & Taylor. Our distribution reaches approximately 30,000 retailers, booksellers and wholesalers in 100 countries.



## WE'LL HANDLE THE PRINTING & ORDER FULFILLMENT

Copies of your book will be printed and delivered directly to customers on your behalf. For instance, if a number of copies are sold on Amazon on a specific day, we'll print those copies on-demand and fulfill those orders for you. As an option, you'll also be able to order author copies and have them shipped right to your door. This is a handy feature if you have in-person events booked or you'd like to sell copies on your own website.



## MAKE MONEY ON EACH BOOK SALE

You'll earn royalties on all copies sold through distribution. We issue royalty statements and checks to our authors each quarter. Obviously, we can't guarantee a certain level of book sales for your book (because each book is different), but you should know that we have helped produce many self-published Amazon bestsellers and our authors have been featured on major TV networks such as Lifetime and Destination America.

# DETAILED

## SELF-PUBLISHING

# PROCESS

### INTRODUCTION

- Study our self-publishing packages
- We'll email the publishing contract and invoice to you once you select a package.
- Once payment is received, we'll assign a professional publishing team to you and your book including a Project Manager. Your Project Manager, also known as an "Author Representative," will reach out to you to introduce himself/herself and collect your materials. We use a secure file sharing system through which you will easily upload your manuscript, book description, author photo, biography and images if applicable. Make sure that you submit an error-free manuscript if you haven't selected a publishing package that includes editing.

### COVER DESIGN

- Your Project Manager will be the liaison between you and your book designer/illustrator and editor (if your selected package includes editing). He/she will consult with you with regards to front book cover design. We'll want to hear your overall vision for your book cover and we'll work hard to meet your expectations. An initial custom book cover design concept is usually completed by the designer within a

couple weeks. The Project Manager will provide you with an electronic proof (i.e. "eproof") of the front cover design. This is normally a JPG image file. You'll be given an opportunity to offer feedback and approval. Revisions are included for free until you are satisfied with the cover design.

**During this time, if you've hired us for editing and/or book illustration, your assigned professional editor and illustrator will commence the editing and illustration process.**

### EDITING

- Your editor will use the track changes feature within Microsoft Word to show every single edit made to the manuscript. The editing process typically takes about 30-45 days depending on the level of editing required. You'll be able to approve or reject each individual change. Control of your content is one of the benefits of self-publishing a book.

### ILLUSTRATION

- Your illustrator will follow our 3-step illustration process as outlined on Page 10. The turnaround time for illustration depends on the total number of illustrations your book needs and the current workload of your illustrator. Your Project Manager will keep you updated on the illustrator's progress. Keep in mind that if you have a children's picture book, and you've hired us for illustration, we usually don't start the book cover design until we've completed the illustrations for your book.

## LAYOUT DESIGN

- At this point in the process, after your cover has been approved and we have a copy of your error-free manuscript and images/illustrations, it's time to proceed with the book interior layout. Your designer will follow book publishing industry guidelines to create the custom interior. The interior will match the overall look of the cover in terms of the fonts and style. Interior layout includes copyright page (which consists of the copyright notice, LCCN, and ISBN); table of contents; chapter headers; footnotes; page numbers; hyphenation and more. Your Project Manager will provide you with an electronic proof (i.e. "eproof") of the layout, a PDF file for your approval. Read through the entire interior and get back to us with your approval. Revisions are included for free at this stage.

## WRAPAROUND COVER

- After the final page count has been determined, we'll be able to generate the spine of your book, with the proper width, and also create the back cover design. The back cover design includes the edited book description/back cover copy; author photo and biography; the MindStir Media logo; the barcode with embedded ISBN and price. The spine usually consists of your author name, book title and MindStir Media spine logo. You'll be given a full-color "wraparound" cover eproof for approval.

## PRINTED PROOF

- With both the cover and interior finalized and approved, we'll send your files to our printer and generate the printed proof, the first printed copy of your book. We'll mail the printed proof to you via UPS overnight service.

## DISTRIBUTION

- Distribution will begin automatically after you approve the printed proof. It usually takes about 1-2 weeks for your book to be available to the public through our distribution network of

30,000 wholesalers, retailers and booksellers in over 100 countries, including product listings on Amazon.com, Barnesandnoble.com, and Booksamillion.com.

## MARKETING

- You'll be able to discuss book marketing with your Project Manager and/or setup consultations with bestselling author J.J. Hebert during this process and beyond by simply going to [schedulejj.com](http://schedulejj.com). We offer a wide array of book marketing/publicity services at <http://www.mindstirmedia.com/bookmarketingservices/> that you may purchase a la carte. If your publishing package includes marketing/publicity services, we'll implement those at this point as well.

## ORDER FULFILLMENT

- We'll handle all the order fulfillment through our distributor/printer and vendors. For example, if John Doe purchases a copy of your book on the Barnes & Noble website, we'll have that copy printed on demand and mailed to John Doe on your behalf. You won't need to buy copies of your own book, store them and deal with the packing and shipping of each sale. Leave that to us! Of course, we realize that you'll probably want some copies of your own book at some point (for in-person events as an example). You'll be able to order author copies through your Project Manager or by calling our office and then you can resell them.

## ROYALTIES

- We'll mail you an official royalty statement each quarter and include a check. We spend an entire business week each quarter on royalty reporting and payments. We use the audited reports we receive from our distributor and vendors to triple-check the book sales information before creating and issuing your royalty statement and check.

# Paperback/Ebook Packages

WITH BLACK & WHITE INTERIOR; COLOR COVER

MOST POPULAR					
CUSTOM	PRO	GOLD	PLATINUM	EMERALD	ENDORSED
\$1,899	\$3,299	\$5,099	\$7,699	\$8,799	\$10,999
<ul style="list-style-type: none"> <li>• Custom Cover Design (<i>Original design; no templates used</i>)</li> <li>• Custom Black &amp; White Interior (<i>Original design; no templates used</i>)</li> <li>• Ongoing Mentoring from Bestselling Author J.J. Hebert</li> <li>• Unlimited Image Insertions</li> <li>• Back Cover Copy Polish</li> <li>• ISBN Assignment</li> <li>• Barcode</li> <li>• Library of Congress Control Number</li> <li>• U.S. Copyright Notice</li> <li>• Global Distribution &amp; Availability via Amazon, B&amp;N, Ingram and more</li> <li>• Fast Book Printing</li> <li>• Complimentary Proof Copies (Electronic &amp; Paperback)</li> <li>• Bookstore Listing at <a href="http://MindstirMediaBooks.com">MindstirMediaBooks.com</a></li> <li>• One-on-one Author Support</li> <li>• Book Discount Program</li> <li>• Non-Exclusive Contract</li> <li>• No Hidden Fees</li> <li>• 50% Paperback Royalty</li> <li>• Ebook Conversion &amp; Publishing</li> <li>• Ebook Distribution</li> <li>• 50% Ebook Royalty</li> </ul>	<p><b>Includes everything in Custom, PLUS UPGRADES shown below:</b></p> <ul style="list-style-type: none"> <li>• Author Sets Retail Price</li> <li>• Author Sets Wholesale Discount</li> <li>• 10 Free Author Copies</li> <li>• 60% Paperback Royalty</li> <li>• 60% Ebook Royalty</li> <li>• Author Website Design (\$1,000 value)</li> <li>• Premium Press Release with Distribution to over 400 online news outlets (\$799 value: <i>guaranteed inclusion on ABC, NBC, CBS, and Fox affiliate sites!</i>)</li> </ul>	<p><b>Includes everything in Pro, PLUS UPGRADES shown below:</b></p> <ul style="list-style-type: none"> <li>• Professional Editing (\$2,000 value - <i>editing of your entire manuscript, not just an "editorial evaluation" report like other companies offer</i>)</li> <li>• 20 Free Author Copies</li> <li>• 70% Paperback Royalty</li> <li>• Paperback Return Program (\$500 value)</li> </ul>	<p><b>Includes everything in Gold, PLUS UPGRADES shown below:</b></p> <ul style="list-style-type: none"> <li>• 50 Free Author Copies</li> <li>• 100% Paperback Royalty (\$1,000+ value)</li> <li>• 100% Ebook Royalty (\$1,000+ value)</li> <li>• Social Media Publicist program (\$1,500 value)</li> </ul>	<p><b>Includes everything in Platinum, PLUS UPGRADES shown below:</b></p> <ul style="list-style-type: none"> <li>• Google Advertising for 60 Days (\$1,000 value)</li> <li>• 5 Guaranteed Author Interviews (\$600 value)</li> </ul>	<p><b>Includes everything in Emerald, PLUS UPGRADES shown below:</b></p> <ul style="list-style-type: none"> <li>• Endorsement by bestselling author J.J. Hebert</li> <li>• Twitter Blast (\$1,500 value - <i>reach over 500,000 targeted followers</i>)</li> <li>• Ingram Advance (\$1,500 value - <i>advertise to thousands of top booksellers &amp; librarians</i>)</li> </ul>

# Paperback Packages

WITH COLOR INTERIOR; COLOR COVER

## CHILDREN'S BOOK (COLOR PICTURE BOOK)

Starting at \$1,799

- Custom Cover Design
- FULL-COLOR Interior (*Custom Design*)
- Ongoing Mentoring from Bestselling Author J.J. Hebert
- Unlimited Image Insertions
- Back Cover Copy Polish
- ISBN Assignment
- Barcode
- Library of Congress Control Number
- U.S. Copyright Notice
- Global Distribution & Availability via Amazon, B&N, Ingram and more
- Fast Book Printing
- Complimentary Proof Copies (Electronic & Paperback)
- Bookstore Listing at MindstirMediaBooks.com
- One-on-one Author Support
- Book Discount Program
- Non-Exclusive Contract
- No Hidden Fees
- 50% Paperback Royalty
- Go to page 9 to see more Children's Book Package options

## ECONOMIC (COLOR FULL-LENGTH BOOK)

\$1,799

Includes everything in the Children's Book package, PLUS:

- More trim sizes to choose from

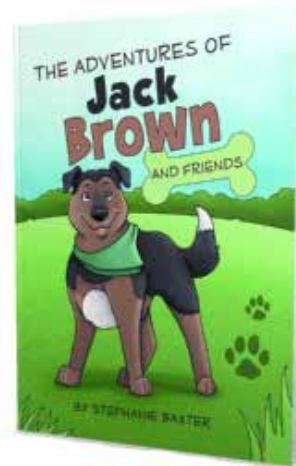
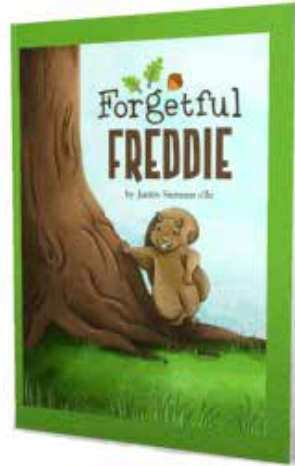
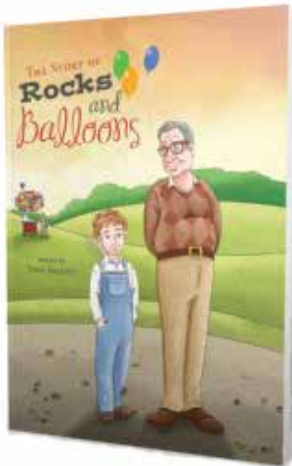
# Hardcover Packages

<b>DELUXE</b> \$1,799	<b>EDITOR+</b> \$4,599	<b>CHILDREN'S BOOK</b> Starting at \$1,799	<b>FULL-COLOR</b> \$1,799
<ul style="list-style-type: none"> <li>• Custom Cover Design</li> <li>• Black &amp; White Interior (<i>Custom Design</i>)</li> <li>• Ongoing Mentoring from Best-selling Author J.J. Hebert</li> <li>• Unlimited Image Insertions</li> <li>• Back Cover Copy Polish</li> <li>• ISBN Assignment</li> <li>• Barcode</li> <li>• Library of Congress Control Number</li> <li>• U.S. Copyright Notice</li> <li>• Global Distribution &amp; Availability via Amazon, B&amp;N, Ingram and more</li> <li>• Author Sets Retail Price</li> <li>• Author Sets Wholesale Discount</li> <li>• Fast Book Printing</li> <li>• Complimentary Proof Copies (Electronic &amp; Paperback)</li> <li>• 10 Free Hardcover Copies</li> <li>• Bookstore Listing at Mindstir-MediaBooks.com</li> <li>• One-on-one Author Support</li> <li>• Book Discount Program</li> <li>• Non-Exclusive Contract</li> <li>• No Hidden Fees</li> <li>• 60% Hardcover Royalty</li> </ul>	<p><b>Includes everything in Deluxe, PLUS UPGRADES:</b></p> <ul style="list-style-type: none"> <li>• Professional Editing (\$2,000 value)</li> <li>• 50 Free Hardcover Copies</li> <li>• 80% Hardcover Royalty</li> <li>• Premium Press Release with Distribution to ABC, NBC, CBS, and Fox affiliates (\$799 value)</li> <li>• Social Media Publicist program (\$1,500 value)</li> </ul>	<ul style="list-style-type: none"> <li>• Custom Cover Design</li> <li>• FULL-COLOR Interior (Custom Design)</li> <li>• Ongoing Mentoring from Bestselling Author J.J. Hebert</li> <li>• Unlimited Image Insertions</li> <li>• Back Cover Copy Polish</li> <li>• ISBN Assignment</li> <li>• Barcode</li> <li>• Library of Congress Control Number</li> <li>• U.S. Copyright Notice</li> <li>• Global Distribution &amp; Availability via Amazon, B&amp;N, Ingram and more</li> <li>• Author Sets Retail Price</li> <li>• Fast Book Printing</li> <li>• Complimentary Proof Copies (Electronic &amp; Paperback)</li> <li>• 5 Free Hardcover Copies</li> <li>• Bookstore Listing at Mindstir-MediaBooks.com</li> <li>• One-on-one Author Support</li> <li>• Book Discount Program</li> <li>• Non-Exclusive Contract</li> <li>• No Hidden Fees</li> <li>• 50% Paperback Royalty</li> <li>• Go to page 9 to see more Children's Book Package options</li> </ul>	<p><b>Includes everything in the Children's Book package</b></p> <ul style="list-style-type: none"> <li>• For Color Books over 40 pages</li> </ul>

# Children's Book Packages

<b>AUTHOR PROVIDES OWN ILLUSTRATIONS</b> \$1,799	<b>MINDSTIR PROVIDES ILLUSTRATIONS</b> \$3,449	<b>MOST POPULAR</b> <b>EXTRA MARKETING</b> \$4,899
<ul style="list-style-type: none"> <li>• Custom Cover Design</li> <li>• Color Interior (<i>Custom Design</i>)</li> <li>• Ongoing Mentoring from a Bestselling Author</li> <li>• Unlimited Image Insertions</li> <li>• Back Cover Copy Polish</li> <li>• ISBN Assignment</li> <li>• Barcode</li> <li>• Library of Congress Control Number</li> <li>• U.S. Copyright Notice</li> <li>• Global Distribution</li> <li>• Author Sets Retail Price</li> <li>• Fast Book Printing</li> <li>• Free Proof Copies</li> <li>• Bookstore Listing at MindstirMediaBooks.com</li> <li>• One-on-one Author Support</li> <li>• Book Discount Program</li> <li>• Non-Exclusive Contract</li> <li>• No Hidden Fees</li> </ul>	<ul style="list-style-type: none"> <li>• 10 Illustrations Included (<i>Buy additional for \$165 each</i>)</li> <li>• Custom Cover Design</li> <li>• Color Interior (<i>Custom Design</i>)</li> <li>• Ongoing Mentoring from a Bestselling Author</li> <li>• Unlimited Image Insertions</li> <li>• Back Cover Copy Polish</li> <li>• ISBN Assignment</li> <li>• Barcode</li> <li>• Library of Congress Control Number</li> <li>• U.S. Copyright Notice</li> <li>• Global Distribution</li> <li>• Author Sets Retail Price</li> <li>• Fast Book Printing</li> <li>• Free Proof Copies</li> <li>• Bookstore Listing at MindstirMediaBooks.com</li> <li>• One-on-one Author Support</li> <li>• Book Discount Program</li> <li>• Non-Exclusive Contract</li> <li>• No Hidden Fees</li> </ul>	<ul style="list-style-type: none"> <li>• 10 Illustrations Included (<i>Buy additional for \$165 each</i>)</li> <li>• Custom Cover Design</li> <li>• Color Interior (<i>Custom Design</i>)</li> <li>• Ongoing Mentoring from a Bestselling Author</li> <li>• Unlimited Image Insertions</li> <li>• Back Cover Copy Polish</li> <li>• ISBN Assignment</li> <li>• Barcode</li> <li>• Library of Congress Control Number</li> <li>• U.S. Copyright Notice</li> <li>• Global Distribution</li> <li>• Author Sets Retail Price</li> <li>• Fast Book Printing</li> <li>• Free Proof Copies</li> <li>• Bookstore Listing at MindstirMediaBooks.com</li> <li>• One-on-one Author Support</li> <li>• Book Discount Program</li> <li>• Non-Exclusive Contract</li> <li>• No Hidden Fees</li> <li>• Premium Press Release with Distribution to ABC, NBC, CBS, and Fox affiliates (<i>\$799 value</i>)</li> <li>• Author Website Design (<i>\$1,000 value</i>)</li> </ul>

# Children's Book Illustrations Service



Here at MindStir Media LLC, our accomplished and seasoned staff of children's book illustrators are eager to create custom illustrations for your children's book. Humans, animals, plants/flowers and inanimate objects – our team can illustrate it all. All of our illustrations are one-of-a-kind and completely royalty-free. No templates used. Everything from scratch based on your vision.

We've been illustrating children's picture books since 2010. With hundreds of illustrated and published picture books under our belt, we have the experience and processes in place to make your book a success. Throughout the years, we've refined our illustration process to include 3 simple and streamlined steps.

## THE ILLUSTRATION PROCESS CONSISTS OF THE FOLLOWING STEPS:



### STEP 1:

We gather info from you – your manuscript as well as descriptions. Your assigned children's book illustrator will consult with you and then use your manuscript and provided info to create preliminary character sketches. The sketches are normally JPG or PNG files.



### STEP 2:

After you approve the sketches, your children's book illustrator will develop the storyboard. This is a PDF file that typically shows detailed sketches in relation to the text. It's essentially a sample uncolored layout of your book.



### STEP 3:

Once you approve the storyboard, the children's book illustrator will finish all the shading and line work and create final colored illustrations to be printed in book form. You'll own 100% of the rights to these children's book illustrations.

# Marketing & Advertising Services

What do all successful books have in common? Aggressive book marketing! With over one million books published each year, you simply cannot expect your book to sell itself or magically become successful. Simply put: Passivity will not sell books, especially in such a large market...

That's where our book marketing campaigns come into the picture. Throughout the years, we have repeatedly refined our book marketing services and carefully curated the options to include only the best of the best. Our sole focus is on proven book marketing services and advertising, and yours should be as well. So take a look below at the variety of effective book marketing services we have to offer and feel free to get in touch. It's time you take control of your book's destiny by implementing book marketing ... today!

**SOCIAL MEDIA PUBLICIST:** A social media expert will set up and run your social media accounts and campaigns. This includes Facebook and Twitter marketing for authors.

**AUTHOR WEBSITE DESIGN:** We will develop and launch an author website for you. Your site is an ideal place to share your author biography, sell more books, and connect with readers. As an author, you must have an online presence, and preferably one that you can control.

**GOODREADS AUTHOR PROFILE:** Work with the #1 social networking website for book lovers to give your book exposure and sales. We'll setup your account and profile and run a giveaway for maximum exposure.

**AMAZON AUTHOR PAGE:** If your book is on Amazon, you need an Author Page – a place to share more information about you as the author and connect with readers directly.

**PREMIUM BOOK PRESS RELEASE:** This amazing book press release service includes press release writing and distribution to at least 100 online news outlets, including ABC, NBC, CBS and Fox affiliated sites.

**AUTHOR INTERVIEWS SERVICE – BLOGS/WEBSITES:** This exclusive service guarantees 5 written author interviews and handles the entire process for you.

**NATIONAL RADIO INTERVIEW WITH STU TAYLOR:** Team up with Mindstir Media and renowned syndicated radio personality Stu Taylor for a national radio author interview.

**BOOK REVIEW SERVICE:** Present your book to a pool of eager and verified reviewers. Most of our campaigns result in around 5-10 new verified customer reviews.

**BOOK EXHIBIT SERVICE PACKAGE:** Exhibit your book in a major domestic or international book fair. This puts your book in front of major decision makers in the publishing industry.

**ONLINE BOOK ADVERTISING PROGRAMS – INTERNET:** Our Internet book marketing campaigns include Google, Twitter and Facebook advertising.

**TRADITIONAL BOOK ADVERTISING PROGRAMS – PRINT:** Advertise your book in major industry magazines and catalogs such as Publishers Weekly, Ingram Advance and Library Journal.

# WHAT AUTHORS ARE SAYING ABOUT MINDSTIR MEDIA



It's clear that J.J. and his team at MindStir Media publishing are experts at self-publishing. I received great advice and will refer my clients to them in a heartbeat.

**CHRIS COTA**



## **CAROL BASDEO**

I started my journey as a children's author in 2017. It was a scary venture especially looking for the right publisher. Initially I signed with a big company that did not have my best interest at heart. I then stumbled upon Mindstir Media. I scheduled my consultation with J.J. I have to say J.J. and his team have by far exceeded my expectations. Working with a smaller company gives you the ability to have that one on one experience. They tailor a customize plan for you. J.J. has expertly advised and guided me through the process that made it seem seamless. I highly recommend Mindstir media for all your publishing needs, no task is too big or small for this superb team. Thank you Mindstir Media for making my dream a reality.



## **LYNN ROSENBLATT**

MINDSTIR MEDIA has excelled in publishing three unique and dynamic books for me ~ all in glorious color. As an author, illustrator and photographer, my work needed diversified design, creativity and display. The finished book quality has been superb. President J. J. Hebert and the creative team meticulously fulfilled all my needs for artistic detail, revisions to text, media/marketing advice, and advisory support. I highly recommend MINDSTIR MEDIA to any budding or established author.



## **PAULA WISEMAN**

I have published nine books with Mindstir Media. Self-publishing allows a level of control you don't get with traditional publishing, plus it offers you

the best chance to connect with your readers. Publishing with Mindstir meant I didn't have to learn graphic design, or formatting, how to distribute, how to get an ISBN number, where to find a printer or any of a thousand other details that go into book production. Not only that, but Mindstir offers tailor-made packages to ensure you get only the services you need at an extremely competitive price. I would highly recommend you trust your story to Mindstir.



## **CINDY KLEMENT**

If you ever thought you'd like to publish a book and have no idea where to start, take advantage of all the research I did when I was in your spot. I looked at several book publishing companies, comparing the pros and cons, and spent hours and hours "interviewing" them on the phone. Hands down the winner was Mindstir Media -- and did I ever choose wisely! You can trust their customer service; you can trust that MindStir Media's designers will create an eye-catching cover for your work; you can trust your own personal project manager to look after your project step-by-step through the process; and you'll get as many proofs as you need until it's perfect. Oh, but wait, you also get J.J. Hebert. He is personally interested in your work, graciously offers his advice and expertise, and is incredibly responsive to any questions you have. Honestly, I don't know why you would look anywhere else. I would HIGHLY recommend MindStir Media for your publishing needs. Pick a publishing package and get started! And good luck, fellow authors!

# ABOUT MINDSTIR MEDIA, LLC

An Award-Winning Self-Publisher Providing Mind-Stirringly™ Easy Book Publishing Services

**MINDSTIR MEDIA™** is an award-winning self-publishing company that helps people from all walks of life self-publish, distribute and market their books. Authors at MindStir Media receive ongoing mentoring from bestselling author & MindStir Media founder J. J. Hebert. A dedicated, friendly author representative (aka project manager) is also assigned to every MindStir author to help with the book publishing process. We even provide book designers, editors, illustrators and marketing experts to authors who require services rendered by those professionals. MindStir authors keep all publishing rights – and copyright rights – and enjoy royalty rates from 50-100%. Books published by MindStir Media, LLC are available through renowned booksellers such as Amazon.com, Barnes & Noble, Books-A-Million and thousands of other retailers in over 100 different countries.

## ABOUT MINDSTIR MEDIA, LLC FOUNDER

### J.J. HEBERT



J.J. Hebert is the author of three #1 Amazon.com bestselling books. His debut novel, **Unconventional** (released 2009), is one of the most successful self-published inspirational books in the world, enjoying #1 Amazon bestseller status in several categories and attracting over 100,000 sales/downloads. His second novel, **The Backwards K** (released October 2017), debuted as the #1 bestseller in baseball books on Amazon. Hebert's children's picture book, **Weepy the Dragon** (released 2012), also spent time in the #1 spot for the Dragon Stories category bestseller list.

He is a prominent blogger who writes about self-publishing and book marketing.

In his role as Founder and Owner of MindStir Media LLC, J.J. has helped publish approximately 500 books for authors throughout the United States and abroad. Some of those books are bestsellers and even award winners. J.J. has provided thousands of publishing consultations. Schedule a free publishing consultation with J.J. Hebert right now at [schedulejj.com](http://schedulejj.com).

The Good Men Project hailed J.J. as "The Self-Publishing Guru."

**MINDSTIR MEDIA  
HAS BEEN SEEN ON...**

**FOX**  
BUSINESS

**OWN**  
OPRAH WINFREY NETWORK

*Lifetime*

**bio.**  
THE BIOGRAPHY CHANNEL

**PUBLISHERS  
WEEKLY**

**Inc.**



MINDSTIR MEDIA

### CONTACT

**Call Toll-Free: 800-767-0531**

Our business hours are Monday -  
Friday 9 a.m. - 5:00 p.m. (Eastern Time)

**Email Us:**

[info@mindstirmedia.com](mailto:info@mindstirmedia.com)

**Send Us Mail:**

MindStir Media, LLC  
45 Lafayette Rd  
Suite 181  
North Hampton, NH 03862