



*Elong'o Publishers*

Cell: 0742433826

Email: [info@elongopublishers.co.ke](mailto:info@elongopublishers.co.ke)

<https://elongopublishers.co.ke>

WE ARE HERE TO MAKE YOU ACHIEVE YOUR  
DREAMS IN ANY DIMENSION

### ABOUT US

Elong'o Publishers is a niche reference book publisher dedicated to producing world class products, marketing products information and other material relevant to both domestic and international industry. The company also publishes audio book and eBooks, and provide you with the information you need in the modern publishing industry.

We help and teach you the modern way of making money from your books, in the world of prioritizing the basic needs and “not interested in reading” generation.

---

### **General book publishing**

We publish scholarly and education books, books for general reading; story books, novellas and novels, poetry, self-development and spiritual books, vernacular-language books, books with local or regional topics and also help in vanity and contract presses print books under special contract; this involve helping self-publishers publish their books. It also helps in publishing electronic books.

<https://elongopublishers.co.ke>

## **Audio-book**

we also help our authors record texts of their books so that their readers would listen rather than reading and avail them online.

## **Magazines and directories publishing**

News magazines, lifestyle and comic magazines are part of our work. We have regional directories too that work as our marketing tool to help companies reach their potential clients. We also publish magazines, company profiles, fliers, brochures, annual/monthly reports, Research documentations and blogs/websites.

## **E-book**

As a way to make information accessible to every reader out there, we help our authors to generate e-books for easy accessibility, businesses to generate sales leads and increase brand awareness among potential buyers.

## **Disclaimer to Our Published Author**

This is sending our concern to our already published authors; we have 3 packages that most of us already understand with their corresponding services. If you picked basic package, and pay Kes 7,000, you already know exactly what you wanted from us. It is very unfair to you and us if you complain of not getting some services like editing or marketing yet you remember what you signed for. If you picked the enhance package, you already know the exact things you paid for, it is unfair if you point fingers to us for not marketing your book.

We are always open to any query or concern in any of our office and WhatsApp at any time. Our line is open for calls as from 8am to 6pm every day except Sundays.

## **OUR ONLINE STORE**

We have got our online bookstore where all books originally published and/or revised by us are sold. The store concentrates more on e-books and audio books also connecting readers to our respective bookshops where they can get a hard copy of the same books. We have submitted samples of all our books published using either enhance or ultimate packages to a number of bookshops, and we are taking advantage of our regionally situated Ambassadors to have the same books in all bookshops by May.

The store only accepts any book if the author or his/her agent has read our terms and conditions and they have signed the Author's NDA which is provided at the last page of this document.

## Where can you get our resources?

Did you know that our resources are always at the screen of your phone? This is something that most of our authors didn't know. We will be having a page on our website by Wednesday and this is a page that is meant to help all of us, including the upcoming authors. The same page will also provide you with some space where you can post part of your writing if you wish, part of the poem or a whole poem, upload your logs, upload your audio for poetry and shairi, upload short videos, and so on.

Note: all of these will be available for free the information you share in the page will be available to our readers(public) for free.

This page will help you build a brand, and let the public know that you are doing a great job.

## **Simple Marketing Strategies for First-Time Authors**

1. Run a free Kindle promotion
2. Donate print copies to libraries and bookstores
3. Contact local media outlets
4. Reach out to book bloggers
5. Run a giveaway on Goodreads

For these topics, Michael will be guiding us every single step in the coming sessions. This is based on his experience.

Note: For the same ideas, we will be handling each step with you, this is our dream and we will be achieving together.

For those who already know our Academy, this is what we will be doing and more.

In the meantime, enjoy the field.