

# UNFILTERED

## BESPOKE BOOKS FOR ONLINE COMEDIANS

### WHO WE ARE

Unfiltered is an imprint of Meze Publishing that specialises in creating humour and gift books with online comedians. By compiling their posts and interactions, we can bring the best of any online presence to not only existing fans and followers but a whole new potential audience in print. Unfiltered's first titles, published in 2021 and 2022, have been fantastic successes and we are always looking for the next social media star to entertain our readers.

### WHAT WE'RE LOOKING FOR

At Unfiltered we are pretty open minded when it comes to comedy, though we do think there's a line to be drawn under anything clearly offensive. We don't mind what your platform of choice is (Instagram, Twitter, Facebook...) but we are looking for someone who posts frequently with high engagement and has the internet in stitches. You don't have to have gone viral – but it helps!

### WHAT WE EXPECT FROM YOU

Once the deal is agreed, we'll work together to make sure the book hits all the right notes. During the production process, we create a cover and some inside spreads according to your vision and our design expertise. You can then share this content with your followers and get everyone excited about your new book. Once we know we've got a sure-fire hit on our hands, you'll need to send us all the content that will feature in the finished book. You'll know what suits your audience better than anyone, so collate all the posts that you think are book-worthy.

While the book is in production, we'll tailor our expectations about posting according to your platform, as we always want it to appear natural and know constant plugging can annoy followers. But we do expect you to promote the book on your channels and share details of how to pre-order it. The number of pre-orders dictates how many books we decide to print.

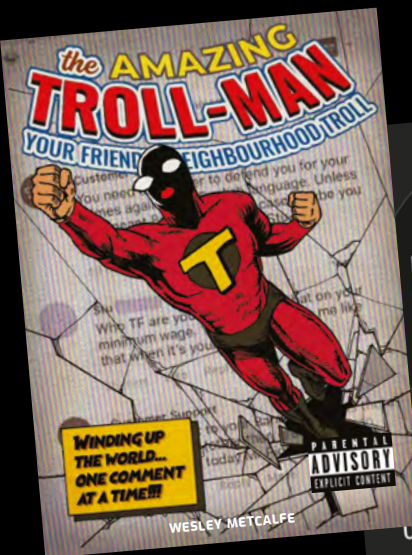
### WHAT YOU CAN EXPECT FROM US

To start the project off, we will have a meeting with the whole team to fine tune the concept for the book and make sure it will have the right tone for your following. Maybe your audience would like to know the process behind the posts, or read hidden anecdotes and stories that you have never shared before... At this stage we can plan the amount of content, narrow down what styles of design you like that we think would work well, and decide on the size of the book.

We will then edit all your content for consistency and accuracy, taking into account any spelling and grammar errors that might need to be kept in as part of the book's humour. Alongside this, our designer will create templates for the page layouts and once these are agreed, we will put together the whole book together including contents and chapter openers. We will also create and finalise the front cover with you as soon as possible.

We have a bank of press contacts to reach out to and will start marketing the book as soon as the relevant assets are ready (usually a cover, description and price point). Our authors have appeared on LadBible, Bored Panda and The Times Radio as part of their book promotion so far. It's also important to use your own sphere of influence at this point, using contacts you may have.

In terms of getting the book in shops, we have a great relationship with retailers up and down the country. We will push for your followers to pre-order the book direct from us or from your website, as this increases both our profits by cutting out the middleman. Amazon is always a popular choice for comedy books and we will manage this for you. Our books are also sold in Waterstones, WH Smiths, Selfridges, Menkind and many other gift and book shops across the UK. Typical discounts are 30-55% in the publishing industry and we can give you a breakdown individually.



## SOCIAL MEDIA REQUIREMENTS

We will be expecting you to promote the book throughout the project to your fans and followers on social media.

From the pre-sale to the book being available we would want you to have:

- A pinned post about the book including the cover and a link to buy the book on your page/pages.
- A link in your bio (or Linktree) to buy the book on our website.
- At least 1 in 8 posts (including reels and carousels) must mention the book. These can be posts that may include the cover or content we have helped create. It's up to you what style to create these posts in, as you know your audience best. We do ask that you include where to buy the book in the caption.
- Interactions with your followers (replies, re-posts) organically discussing the book being available.

### OUR SOCIAL MEDIA SUPPORT

- A pinned post about the book including the cover for at least 4 weeks.
- A link in our Linktree to buy the book on our website for at least 4 weeks.
- Anything we're tagged in on Instagram, we will repost on stories.
- At least 1 in 8 posts on the @mezepublishing Instagram/ Twitter will mention the book, including a link to buy the book on our website. This is automatically reposted on Facebook.
- We will dedicate at least 1 TikTok and 1 Tweet to the book.

## THE NUMBERS

**RRP:** £10

**Pagination:** 144 Pages

**Size:** A5 Paperback

**Initial Print Run:** 2,000 copies

**The Deal:** 20% of all sales

**The Target:** 500 presales needed to greenlight production

**Sales Stats:** When we launched The Amazing Trollman's first book, almost 4,000 copies sold during December 2021.

This brought in over £24,000 and the book has continued to sell and be reprinted.

## HAVE A BOOK IDEA YOU WANT TO DISCUSS?

Fill in the form below and we'll get back to you:

**NAME:**

**PHONE:**

**EMAIL:**

**SOCIAL MEDIA HANDLES:**

**NUMBER OF FOLLOWERS:**

**COMMENT:**

## CONTACT US

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