

WordPoint

PUBLISHING GROUP, LLC

About WordPoint

One of the first questions people often ask when we tell them we wrote a book is "Who is your publisher?" When we answer, "We are," sometimes people aren't sure what to think. So here is a bit of background on why we chose to publish independently.

What is WordPoint Publishing Group, LLC?

WordPoint Publishing is a small, independent publisher based in Phoenix, Arizona. WordPoint is owned and operated by Thomas & Nicola Winkel.

What does publishing independently mean?

It means we are fully responsible for the writing, production, and distribution of our books. Traditionally, an author has a contract with a publisher. The publisher may pay an advance to the author and then royalties when the book (hopefully) starts selling. In return, the publisher owns the work and exercises control over how the finished work appears and is marketed and sold. As an independent publisher, we have formed our own publishing company to print and distribute our own books. We retain all rights to our work, as well as all responsibility for it.

Why did you publish Transformation from Tragedy independently?

When we were inspired to write this book, we had a specific vision for how the story would be told. We also had the professional background in writing and project management that gave us the skills necessary to complete a project of this scope. And third, one of our primary goals with this book project (and all our book projects) is to raise funds for charitable causes. Publishing independently gives us the means to donate substantially more to charity than if we were working under a publishing contract.

Do you recommend publishing independently to other authors?

Publishing independently is not for everyone. Along with control of the project comes total responsibility. Along with greater potential margins comes investment and risk. We would recommend it to anyone who has the skill set necessary (both creative and business), the ability to surround themselves with knowledgeable and skilled people, and the stomach to weather the stress of not just writing, but also editing, production, marketing, distribution, and management. It is one of the greatest challenges we've ever taken on, but also one of the most fun and fulfilling experiences of our lives.

How did you come up with the name WordPoint?

Our first company is The Waypoint Group, LLC (www.TheWaypointGroup.com). We started this company in 2003 to provide specialized mental health services, training, and consulting to individuals, families, and organizations. A "waypoint" is a navigational term for the points along a path that indicate you're going in the right direction (for example, a pilot flying from Phoenix to Chicago flies from waypoint to waypoint, thereby breaking the route down into more manageable increments). We chose the name to reflect our emphasis on helping people and organizations to "navigate change." When we decided to start a new company for publishing, we played off of this idea, but changed "way" to "word." Thus, we ended up with WordPoint Publishing Group, LLC.

Where are WordPoint books available for purchase?

WordPoint books are available exclusively online at www.WordPointPublishing.com. As a small publisher, the most cost-effective way for us to market and sell our books at this time is direct to readers through the web. Eventually, WordPoint books may become available on sites like Amazon and through bookstores, but for now they go directly from the publisher to the customer.

What is Words With a Purpose Press?

Words With a Purpose Press is the first imprint of WordPoint Publishing. Publishers often create different brand names to publish different types of books. These brand names are called imprints. The focus of titles published under *Words With a Purpose Press* is to bring awareness to important stories and to raise funds for charitable causes. We will create additional imprints as the need arises.

What's next for WordPoint and the Winkels?

Our primary focus now is promoting *Transformation from Tragedy*. As we continue these efforts, our attention has also turned to our next projects. The primary project we are developing now is a book focused on the experiences of our military service people. Drawing on Thomas' first-hand experience in the Marine Corps and the Gulf War, the book will offer a window into the world of service and an up-close look at what it's like for the men and women in the armed forces. We have other books in the works too, so stay tuned for what's next!

**Questions or comments? Contact us at:
www.WordPointPublishing.com**