



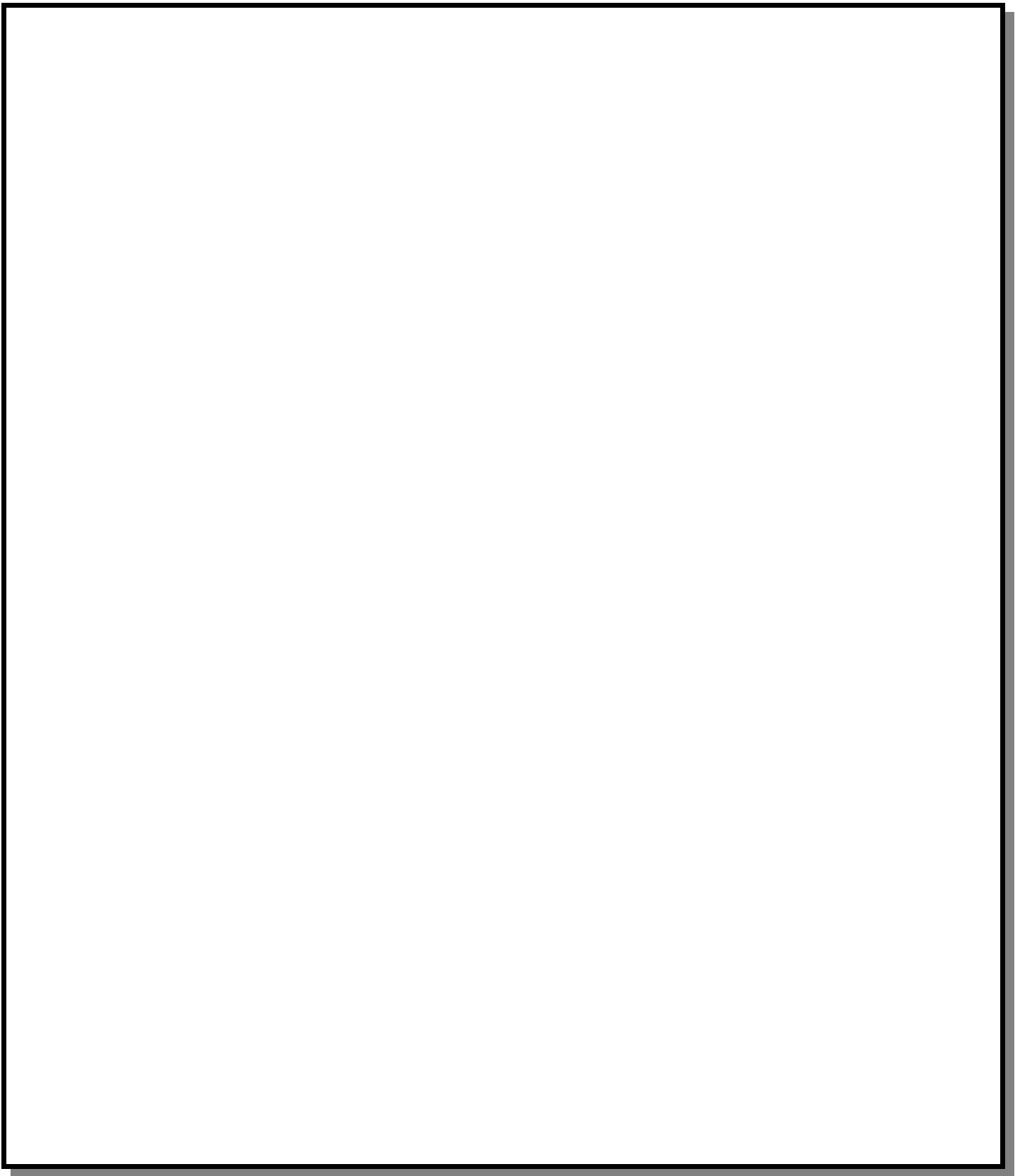
THE FTP CONSULTANCY  
BROCHURE

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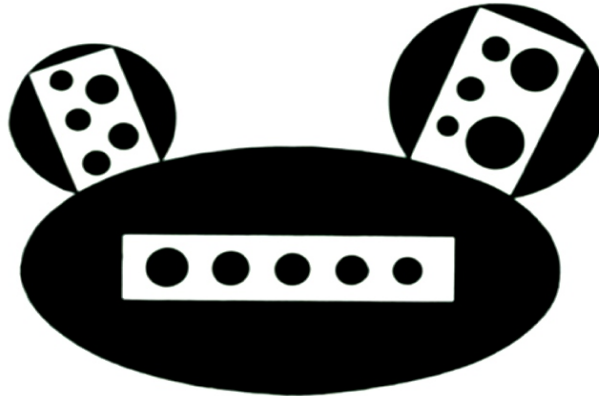
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# AN INTRODUCTION TO 15 TRACKS PUBLISHING



15 TRACKS PUBLISHING IS A SMALL ONLINE COMPANY THAT PROVIDES  
CONSULTATIVE SERVICES WITHIN THE FIELD OF WRITING.

IT IS ALSO THE OFFICIAL PUBLISHER OF THE WORK OF TGCMM.

# CONSULTATIVE SERVICES

WHAT SEPARATES I5 TRACKS PUBLISHING FROM OTHER BOUTIQUE CONSULTANCIES IS ITS UNIQUE BLEND OF CREATIVITY, PROFESSIONALISM, AND PATIENCE – *Helping you write better.*

THE SERVICES WE PROVIDE ARE DIVIDED INTO TWO FIELDS: SERVICES FOR INDIVIDUALS, AND SERVICES FOR SMALL BUSINESSES/SMALL NON-PROFIT ORGANIZATIONS. NOTE THAT THOUGH WE ARE NOT A PRINTING COMPANY, WE CAN ASSIST YOU WITH SOME OF YOUR PRINTING NEEDS.

## SERVICES FOR NON-PROFIT ORGANIZATIONS/SMALL BUSINESSES

### X **LOGO, BUSINESS CARD, LETTERHEAD, AND ENVELOPE DESIGN**

WHETHER YOUR ORGANIZATION SEEKS A NEW LOGO DESIGN OR AN EXISTING LOGO REDESIGNED, FTP CONSULTANCY CAN BE OF ASSISTANCE. IN MANY CASES, COMPANIES SEEKING A NEW LOGO DESIGN (OR AN EXISTING LOGO REDESIGNED) ALSO HAVE OTHER NEEDS: WE CAN HELP YOUR ORGANIZATION CREATE SIMPLE YET ENGAGING BUSINESS CARDS, LETTERHEADS, AND ENVELOPES. THE DESIGNS CAN BE RENDERED IN VARIOUS COLORS, SIZES, AND FORMATS TO BE READY FOR PRINT AND ONLINE USAGE. YOU WILL BE VERY MUCH INVOLVED IN THE STEP-BY-STEP PROCESS, FROM REVIEWING DESIGN DRAFTS THROUGH APPROVAL (OR REDESIGN) INTO FINALIZATION.

TIME FOR COMPLETION WILL VARY FROM ONE-TWO MONTHS, DEPENDING ON THE SCOPE OF THE PROJECT.

## X **BROCHURE AND CATALOG DESIGN**



**BROCHURES SIMPLY INFORM AND ADVISE THE READER. THEY ALSO REPRESENT AN ORGANIZATION'S CULTURE. A CRISP, HONEST, AND SUCCINCT BROCHURE IS A STIMULATING PRESENTATION WITH SOLID AFFECT. FTP CAN HELP CLIENTS WITH THE CREATION OF A NEW BROCHURE, OR THE REVISION OF AN EXISTING ONE.**

**IN DESIGNING A CATALOG THAT BEST SUITS A COMPANY'S NEED, WE THOROUGHLY CONSIDER THE TARGET MARKET AND THE INDUSTRY. A GOOD CATALOG APPEALS TO THE LIVING BEHAVIOR OF AN AUDIENCE THROUGH THE USE OF GOOD PRODUCT PHOTOGRAPHY, PRODUCT COPY, TYPE STYLES, AND PAGE LAYOUT. A GOOD CATALOG ALSO REINFORCES AN ORGANIZATION'S BRAND.**

**INPUT FROM YOUR COMPANY IS ESSENTIAL, FROM REVIEWING DRAFT OUTLINES THROUGH APPROVAL (OR REVISION) INTO FINALIZATION. DEPENDING ON WHAT IS BEING SOUGHT, TIME NEEDED FOR COMPLETION WILL VARY FROM ONE-THREE MONTHS.**

## X **PROPOSAL WRITING**

**WHEN APPROACHING INVESTORS WITH A PITCH OR SEEKING FUNDING FOR SOCIAL SERVICE, PROPOSALS CAN SHOW AN ENTREPRENEUR'S LEVEL OF ORDERLINESS AND COMMITMENT; AS WELL AS THE VIABILITY (OR RELEVANCE) OF THE VENTURE (OR PROGRAM). THE BEST PROPOSALS ARE STRAIGHTFORWARD AND DETAIL-ORIENTED, EASY TO EFFECT, AND SHOW A GENUINE AND SIGNIFICANT INTEREST IN THE CULTIVATION OF**



MEANINGFUL AND COLLABORATIVE RELATIONSHIPS. FTP CONSULTANCY CAN HELP YOU FROM SCRATCH: FROM FINE-TUNING A ROUGH IDEA INTO ONE THAT IS FOCUSED AND IMPLEMENTABLE, THROUGH SEARCHING FOR PROSPECTIVE FUNDING SOURCES, AND FINALLY, INTO DRAFTING, REVISING, AND PROOFREADING A PROPOSAL THAT IS WELL-RESEARCHED AND CONVINCING.

WRITING OUT A PROPOSAL IS A LAYERED PROCESS THAT REQUIRES LISTENING AND, HENCE, PATIENCE. YOUR ORGANIZATION'S INVOLVEMENT IS VITAL. TIME FOR COMPLETION WILL VARY FROM TWO-FOUR MONTHS, DEPENDING ON THE SCOPE OF THE PROPOSAL.

## SERVICES FOR INDIVIDUALS

### X FICTION MANUSCRIPT CRITIQUE

WHETHER YOU ARE TRYING TO SELF-PUBLISH YOUR WORK OR SUBMIT YOUR MANUSCRIPT TO A LITERARY AGENT, WE CAN HELP YOU INCREASE THE LIKELIHOOD OF ATTAINING YOUR GOALS.

WHEN A CLIENT CONTACTS FTP FOR A MANUSCRIPT CRITIQUE THROUGH THE FICTION MANUSCRIPT CRITIQUE FORM, THERE ARE THREE QUESTIONS OF UTMOST IMPORTANCE:



→ *What is your purpose as an author?*

→ *What is the purpose behind writing this story?*

→ *Who makes up your desired audience?*

YOUR ANSWERS TO THESE QUESTIONS ALLOWS US TO UTILIZE YOUR FRAME OF REFERENCE IN ORDER TO CONSTRUCT AN HONEST AND CONSIDERATE CRITIQUE. BARE HONESTY ONLY STANDS TO GAIN. TO BE EXPECTED, WE DO NOT PRESS OUR PREFERENCES ON YOUR PURPOSE OR DESIRED GOALS.

THE CRITIQUE YOU WILL RECEIVE IS TYPICALLY WRITTEN ON A CHAPTER-TO-CHAPTER BASIS AND COVERS HOW EFFECTIVELY THE ELEMENTS OF FICTION ARE UTILIZED:

- i. *Purpose* DOES YOUR PURPOSE AS AN AUTHOR FIT WITH THE MANUSCRIPT? DOES YOUR PURPOSE FOR WRITING THE STORY FIT WITH THE THEME OF THE MANUSCRIPT?
- ii. *Writing Devices* HOW EFFECTIVE IS THE STRUCTURE OF THE MANUSCRIPT FOR THIS PARTICULAR STORY? HOW EFFECTIVE ARE THE FIGURES OF SPEECH, SYMBOLISM

AND THE SETTINGS? ARE THE CONTENTS OF EACH CHAPTER DISPLAYED WITH APPROPRIATE FORMAT? DOES THE STORY FLOW WELL CHAPTER-TO-CHAPTER?

iii. *Characters and Dialogue* ARE THE CHARACTERS HONESTLY PORTRAYED THROUGH THEIR ACTIONS AND EMOTIONS? ARE THE CHARACTERS WELL DEVELOPED THROUGH THEIR CONFLICTS? ARE THE DIALOGUES SUITABLE TO THE CHARACTERS? HOW DO THE CHARACTERS AND THE DIALOGUES DISPLAY THE THEME(S) EXPLORED?



iv. *Voice and Impact* AS A WRITER, IS YOUR UNIQUE VOICE COMING THROUGH? HOW COMPELLING IS THE NARRATION OF THE PLOT, AND DOES THE NARRATION CAPTURE A READER'S IMAGINATION? HAS THE NARRATION BEEN CONSIDERED FROM A NUMBER OF VIEWPOINTS? IS IT NECESSARY TO CONSIDER A NUMBER OF VIEWPOINTS? IS THE PLOT WELL PACED?

v. *Audience and Marketability* DOES THIS WORK HAVE WHAT IT TAKES TO APPEAL TO YOUR DESIRED AUDIENCE?



vi. *Recommendations and Final Manuscript Preparation* HERE, WE PLACE RECOMMENDATIONS FOR YOUR PERUSAL (FOR INSTANCE, ART WORK RANGING FROM SCULPTURES THROUGH FILMS TO EVEN PHILOSOPHICAL IDEAS THAT MAY HELP YOU BROADEN YOUR PERSPECTIVE AND FOCUS YOUR EFFORTS). YOU THEN WRITE OUT A REVISED MANUSCRIPT BASED ON OUR CRITIQUE AND RECOMMENDATIONS. FINALLY, WE PROOFREAD THE REVISED MANUSCRIPT FOR YOU.

CORRESPONDENCE IS TYPICALLY CARRIED OUT THROUGH E-MAIL, THOUGH ONCE THE CRITIQUE IS SENT TO YOU THE OPTION OF THE TELEPHONE BECOMES AVAILABLE. OUR JOB IS TO HELP YOU PRODUCE THE BEST MANUSCRIPT POSSIBLE, NOT SIMPLY TELL YOU WHAT YOU MAY WANT TO HEAR. WE CANNOT NECESSARILY TEACH YOU HOW TO WRITE A BESTSELLER. WE CAN ONLY ASSIST YOU THROUGH THE WRITING PROCESS BY SUGGESTING WAYS TO DEVELOP AND IMPROVE YOUR VOICE: TO OPEN UP YOUR IMAGINATION INTO NEWER OR FORGOTTEN POSSIBILITIES AND CONSTRUCTIVELY ASSIST YOU IN STRENGTHENING YOUR MANUSCRIPT.

TIME FOR COMPLETION WILL RANGE FROM TWO-FOUR MONTHS, DEPENDING ON THE SIZE OF THE MANUSCRIPT.

Note that FTP Consultancy currently focuses only on fiction.



# WHY YOU SHOULD WORK WITH 15 TRACKS PUBLISHING

HERE ARE TWO REASONS WHY YOU SHOULD WORK WITH US:

## I. RESPECT

TO FIND COMPANIES THAT RESPECT THE CONSUMER THROUGH OPEN AND HONEST ENDEAVORS CAN BE CHALLENGING. ONLY A HANDFUL TAKE THE TIME NEEDED TO GET THE JOB DONE PROPERLY. OUR CONCERN IS TO HELP YOU ATTAIN YOUR GOALS. FOR 15



TRACKS PUBLISHING, THE PRACTICE OF IMPROVEMENT INVOLVES HONORING OURSELVES (FTP) BY HONORING YOU, THE CLIENT. THIS CREATES A LASTING VALUE.

## II. THE OPTION OF PROPOSING A FEE

FTP STRONGLY ENCOURAGES CLIENTS TO DRAFT A PROPOSED FEE. NOT THAT SUCH A PROPOSAL MAKES THE FINAL SAY. IT SIMPLY ALLOWS FOR BUSINESS TO BE ACCOMPLISHED MORE HUMANELY, UNDER A WIN-WIN-OR-NO-DEAL ATMOSPHERE. IT ALSO ENSURES AN OPEN CORRESPONDENCE WITHIN WHICH THE ARRANGEMENT FOR ALL INVOLVED IS MUTUALLY PLEASING. IN THE CASE WHERE A CONSENSUS IS NOT REACHED, INVOLVED PARTIES CAN AMICABLY PART WAYS.

**SUCCESS COMES WHEN PEOPLE WORK TOGETHER IN OPENNESS AND COMMITMENT TOWARDS A SHARED GOAL. AT 15 TRACKS PUBLISHING, INTEGRITY AND QUALITY ARE PRIORITIES. AS SUCH, EVERY ASSIGNMENT IS GIVEN ITS DUE TIME:**

- from collecting and synthesizing information,
- through drafting an outline(s) for review and approval,
- to adapting such reviewed and approved critique towards the finish.



**WE TAKE THE APPROPRIATE TIME NEEDED TO**  
help you to the best of our ability.

## THE CONCLUSION



I5 TRACKS  
PUBLISHING  
IS NOT YOUR  
TYPICAL  
ONLINE  
COMPANY.

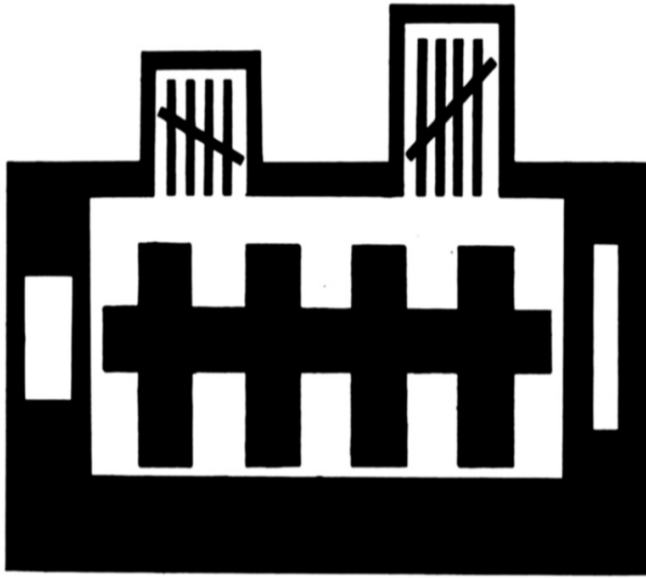
IN TIME, WHAT WILL BE DISCOVERED ABOUT  
FTP IS ITS COMMITMENT TOWARDS LEARNING TO CREATE PRICELESS VALUE.

Contact us via email through **ftp (dot) consultancy (at) 15tracks(dot) net**

Please allow 1-5 business days for a response.

Looking forward to doing business.

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