



Richard Schulte <richard.j.schulte@gmail.com>

Develop a video course on ReactJS with Packt

Mandar Raorane <mandarr@packtpub.com>
To: Richard J Schulte <richard.j.schulte@gmail.com>

Wed, May 4, 2016 at 12:27 AM

Hello Richard ,

Thank you for your response. That's great. I am glad to know that you are interested. No problem I can understand your work commitments since most of our authors have full time jobs and work in their spare time with us.

I would like to give you more details about the monetary part and the time lines of the course which will give you more clarity on the kind of process involved.

Advance and Royalty

We pay a **16% royalty** and an advance of **\$1200** against the royalties, which you will receive in three installments:

- Editorial acceptance of First Section Script = \$360
- Editorial acceptance of Final Video Scripts = \$480
- On publication of the Video Course = \$360

The advance is designed to provide some minimum guaranteed compensation, and for you to start earning during the development of the course. On a average we expect the course to sell roughly around 400 to 700 units and earn around 10 to 16k USD.

Approaches -

Video first approach is where you directly record videos as per the outline and on acceptance, they're passed on for technical reviewing. All feedback and comments are then sent to you for final editing and you can revise the final drafts accordingly.

This will usually take around **4 months** for roughly **2 hrs** of content; considering that the project is a part-time opportunity. Depending on the type of approach and your availability, we can work out a relaxed schedule.

The duration of this course will be about **120 mins**, with about 5-8 main sections consisting of around 5 videos (3 mins per video) in each section and the videos would be a pure screen casting experience. You can check out some sample videos from our YouTube [channel](#).

Once you are happy with these details, I would be providing you with more details on the specifics of the course and the viewers. You can add me on my Skype id **packt.mandarr** or Gmail Hangouts **mandar.packtd@gmail.com** to discuss it further.

Let me also explain you about the royalties -

We provide a royalty statement that includes only the sales of the course in that particular quarter. We've got tie-ups with many channels and not all of them remunerate us based on the copies sold, which is why it is tough to get a certain figure of the same. However, I can assure you that our royalty statements are a 100% genuine and we will definitely ensure that you receive what you are entitled.

I would be very happy to introduce you to authors who have worked with us previously. Our recent Mastering Python video has already made over \$23,000 in its first four months since publication and is still going strong. Now, you can calculate the 16% royalty that you will be making out of it. Generally, the average revenue we are seeing each title make is growing every month and we are confident that this will continue. We expect titles to earn most of their revenue over the first 18 months (average lifespan for a course), though many go on earning up to 3+ years after initial publication. Now, you can imagine how much it would earn over the remaining 15-16

months as it has already earned \$23,000 in the first four months!

A part of this question has been answered above. At Packt, we are rapidly expanding our video catalog to publish on cutting edge technologies and topics. Video courses you publish with us are marketed and sold primarily through our website (www.packtpub.com), which is also home to our substantial book catalog, comprising over 2000 titles. But, the course you create with us will not be limited to our website.

In addition to our website, we have developed a large network of secondary channels where we distribute and market our videos. These include the following channels:

- Packtpub.com
- Packt Publishing Direct Mailing List (502k+ addresses)
- PacktLib Subscription Channel
- Packt Microsites Network (forthcoming)
- Amazon Instant Video (forthcoming)
- Bluebottlebiz
- Learn Social
- Learnquiq
- O2Skill
- OpenSesame
- O'Reilly Media
- R&M
- Safari
- Thinkful
- Udemy

As we are a established publisher by publishing this course you will become a Published author and definitely this will increase your visibility on all our channels. Let me know if the above details sound good to you and I hope this solution works for you.

If you are happy with these terms. We can proceed forward with the Outline for our course. Again I am going to provide you with all the documents and templates that will help you design the outline for our course. Do let me know your thoughts on this. I look forward to hear from you.

With Best Regards,

Mandar.S. Raorane
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