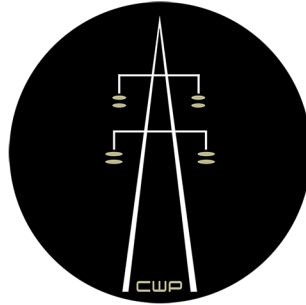


# CURRENT WORDS PUBLISHING

## VENDOR VETTING CHECKLIST FOR AUTHORS



**ARE YOU AT RISK OF BEING TRICKED BY SPAM?** Does everything in the emails sound like a dream come true, such as "We think your book would make a great movie"? Do you have someone helping you decide whether these offers are legitimate? Do you prefer to stay independent and evaluate these things yourself?

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### HOW TO USE THIS GUIDE

This checklist helps authors quickly determine whether a marketing, PR, or rights vendor is offering real services or vague promises. If an email does not clearly answer these questions, it is likely not a fit for professional publishing work and may be attempting to take your money or obtain your manuscript for misuse without your control. With every advancement in self-publishing comes both opportunity and risk. This guide exists to help protect your intellectual property and your publishing decisions.

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### QUESTIONS TO ASK WHEN YOU RECEIVE A PROMOTIONAL EMAIL

- 1. What exactly is being offered?** The vendor should describe specific actions, platforms, deliverables, and outcomes. Vague terms like visibility or exposure are not sufficient.
- 2. What results have they achieved?** Measurable success should be clearly presented with data and case studies. If proof is missing, assume it was not provided for a reason.
- 3. Who is doing the work?** Clarify in-house, contractors, or partners. Check sender identity and whether email domains are professional.
- 4. Are rights or film claims verifiable?** Look for named partners and credits. General enthusiasm is not evidence of access.
- 5. Are marketing methods clear?** Legitimate vendors can explain methods, reporting, and metrics without secrecy.

**6. Are timelines and reporting structured?** Look for 30, 60, 90 day plans and clear reporting.

**7. Is pricing transparent?** Pricing should be tied to deliverables. Be cautious of vague profit share promises.

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## **A NOTE ON HOPE AND REALITY**

It is difficult not to believe in exciting opportunities. We want authors to have hope and ambition, but also grounded expectations that can be achieved through real effort and clear agreements.

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## **WHY AUTHORS WORK WITH CURRENT WORDS PUBLISHING**

Authors choose Current Words Publishing because we provide support beyond editing and publishing. We offer educational resources like this checklist and free marketing consultations. Publishing and editing are part of how we operate, but we also prioritize ongoing guidance and author support.

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## **LET'S TALK**

If you are considering publishing or marketing support, we are happy to walk through your goals in a short Zoom conversation before any commitment is made. We offer a free sample edit, a free query letter for authors pursuing traditional publication after editing, and guidance for independent publishing including LCCN setup and IngramSpark distribution.

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## **A LIGHT NOTE FROM REALITY**

Just this week, Rick Riordan, J.K. Rowling, and Louis L'Amour all offered to help turn my book into a movie or review it on their websites. My heart was especially warmed by Louis L'Amour, who has been deceased since 1988, kindly offering to come back from the grave. Now that would make a great short story.