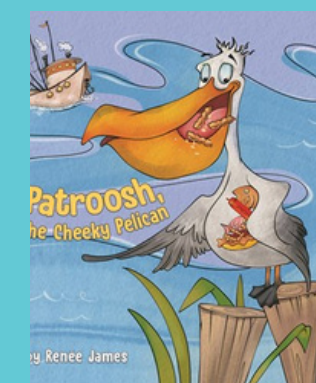
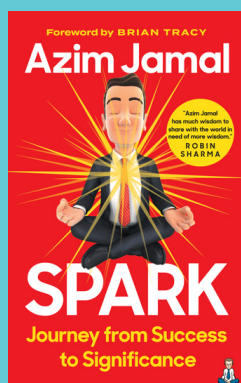
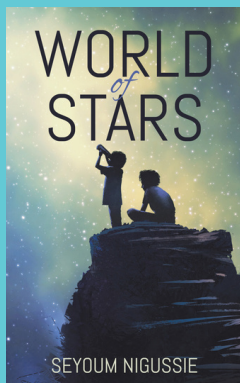
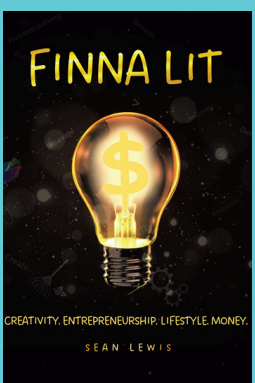


PARTNER

CERTIFICATION

COURSE SYLLABUS





COURSE OVERVIEW

This self-paced certification program is designed for editors, book coaches, illustrators, ghostwriters, marketers, and other professionals working directly with authors. If you're looking to expand your services, increase your revenue, and become a more strategic, trusted resource for your clients, this course is for you. Through a blend of expert-guided lessons, practical activities, downloadable tools, and quizzes, you'll gain a strong foundation in:

- Publishing models and pathways (Traditional, DIY, and Assisted Self-Publishing)
- Service integration—so you can offer more without overextending your time
- Client retention strategies that help you stay connected beyond one-time projects
- Ethical partnership practices that prioritize transparency and author success

You'll also get an inside look at Tellwell's publishing process, learn how to leverage exclusive revenue opportunities, and walk away with a Certified Partner designation that boosts your visibility in our author marketplace, PublishingMatch.

This course is your starting point for transforming your role from service provider to valued publishing partner—and growing a more sustainable, profitable business along the way.

SYLLABUS

Module 1: Getting Started

- Welcome & Course Overview
- What You'll Gain from This Certification
- How to Navigate the Course Platform

Module 2: Understanding Publishing Models

- Start With Why: Helping Authors Choose the Right Path
- The Value of Publishing
- Publishing Options: Traditional, DIY, and Assisted Self-Publishing
- Identifying Where Your Client Fits
- Partnering with Trusted Providers
- Publishing Pathway Worksheet & Quiz
- Self-Publishing Red Flags
- Intro to Partnering with Tellwell

Module 3: The Tellwell Publishing Process

- Step-by-Step Overview: From Consultation to Completion
- Author Onboarding and Distribution Options
- Understanding Timelines & Print-on-Demand
- Overview of Octavo (Author Portal)
- Supporting Clients & Interpreting Feedback
- Quiz: Tellwell's Publishing Process
- Additional Tools & Resources

SYLLABUS CONT.

Module 4: Core Publishing Services

- The Importance of Professional Editing
- Book & Illustration Design Essentials
- Distribution Pathways
- Marketing: A Publishing Necessity
- Quiz: Understanding Publishing Services

Module 5: Becoming a Certified Partner

- Benefits of the Partner Program
- How the Program Works
- Hands-On or Hands-Off: Integrating Your Services
- Publishing Concierge Services
- Invoicing and Revenue Models
- Accessing Co-Branded Materials & Marketing Assets
- Extending Your Client Support
- Applying Your Certification in Real Scenarios
- Quiz: Are You Ready to Partner?

Final Module: Certification & Next Steps

- Final Exam & Assessment
- Sign the Partnership Referral Agreement
- Congratulations – You’re Certified!
- What’s Next? Access Ongoing Resources & Future Courses

TELLWELL PARTNER CERTIFICATION COURSE



🎓 **By the End of This Course, You Will:**

- ✓ Understand key publishing models and how to advise clients
- ✓ Gain insight into Tellwell's publishing process and services
- ✓ Learn how to earn income through referrals and exclusive partner offerings
- ✓ Know how to integrate your own services within the publishing journey
- ✓ Become a listed Certified Partner in PublishingMatch our publishing marketplace that connects authors with service providers

 Want to learn where you stand before enrolling?

[\[Click Here\]](#)



WHY TELLWELL?

- ✓ With an easy-to-use author portal, Octavo, and a world-class team of publishing professionals, Tellwell guides authors step-by-step through the publishing process with trusted publishing advice, guidance and management suited to their needs and skills.
- ✓ Tellwell offers a full-service team approach. We are a friendly team of experienced editors, designers, illustrators, marketers, and project managers with exceptionally high standards of excellence.
- ✓ We offer the option of 100% net royalties, and have the smartest distribution model in the industry. Tellwell doesn't inflate the distribution costs at all. You are taking the risk, you should receive all the rewards.
- ✓ We offer flexible printing options, including print-on-demand and competitive bulk printing. But if you prefer to print elsewhere, no problem! We will provide you with the files you need to do so. We do not lock authors into contracts with high printing costs that force them to price their book too high.
- ✓ We take author empowerment and education seriously. We have created numerous resources for each step of the process, including videos, webinars, and informative articles.

- Proudly published over 6,000 books
- Google review rating of 4.5 with over 200 reviews
- A+ rating from the Better Business Bureau
- Winner of the Better Business Bureau Award for Ethics 2024 & 2025
- Ranked among the top 50 fastest growing companies by Canadian Business Magazine
- Named one of the *10 to Watch* companies by Douglas Magazine

“ We create a more vibrant culture by helping people share their stories. ”

ABOUT TELLWELL

We are an experienced and friendly team of publishing professionals who want to give authors an exceptional publishing experience. We know the industry can be confusing and overwhelming. Our consultative approach guides and empowers authors throughout the process.

Tellwell was founded in 2015 by Timothy Lindsay in Victoria, British Columbia. Lindsay started Tellwell after he noticed a gap in the assisted-self-publishing industry. The major self-publishing companies were not offering 100% net royalties, nor were they offering a personalized and transparent approach to publishing. He built a company that offered both, and the best distribution deal in the industry. Tellwell has grown into an international company, serving authors in Canada, the USA, Australia and Europe.

TELLWELL SUCCESS STORIES



Lamar Jackson, *I Dream, You Dream, Let Us Dream!*

The Baltimore Ravens quarterback published his first children's book about dreaming big and achieving your goals. And who better to talk about going for your goals than the NFL superstar himself! Jackson's book was featured in *Sports Illustrated* and on *CBS News*. He shares updates on his book to his three million followers on Instagram.

Kyle Shewfelt, *Make It Happen: My Story of Gymnastics, the Olympics, and the Positive Power of Sport*

The three-time Olympian and gold medal Olympic gymnast from Calgary, Canada describes his pursuit of gymnastics glory in his motivational memoir. He talks about his courageous comeback from two broken legs and how the difference makers in his life guided him along the way. Shewfelt has appeared on major media outlets including *CTV News*, *Global News* and the *Toronto Sun*.



Dan Russell, *Pleasant Good Evening, a Memoir: My 30 Wild and Turbulent Years of Sportstalk Radio*

Dan Russell's *Sportstalk* was a hit radio show listened to by tens of thousands of British Columbian sports fans over its 30-year run. Russell interviewed some of the biggest names in sports among his 25,000 interviews. His memoir chronicles those memorable interviews and highlights, such as the marathon coverage of the 1994 and 2011 Stanley Cup finals.

Sir Kennedy Alphonse Simmonds, *The Making of a National Hero*

Sir Kennedy Alphonse Simmonds, the only living National Hero of St. Kitts and Nevis, was the first Prime Minister of that country serving from 1982 to 1995. His memoir chronicles his humble upbringing and historic foray into Caribbean politics, as he played a vital role guiding it out of colonialism without further fragmentation.



Chantel Riley, *I Am: Precious Affirmation*

Chantel has an impressive resume as a television and Broadway actress, a singer/songwriter, and owner of children's clothing boutique. Her positive affirmations book for children has landed her on Canada's top national entertainment show, *eTalk*. She's also received glowing reviews and uses her social media platforms of tens of thousands of followers to promote her book.

Vali Benson, *Blood and Silver*

Award-winning young-adult author Vali Benson has been sweeping up major book awards. Her debut novel received a gold medal in two categories at the San Francisco Book Festival, first place at the New York Book Festival in the YA category, and first place in the Royal Dragonfly Book Awards and Moonbeam Children's Book Awards. The Arizona-based author was also a winner at the International Book Awards, the Paris Book Festival, Readers' Favorite Book Awards, the American Fiction Awards, among several others.





AUTHORS IN THE NEWS



THE VANCOUVER SUN

Forbes

FAST COMPANY



The Province

Entrepreneur MAGAZINE



Ms. MORE THAN A MAGAZINE. A MOVEMENT

Starter Story

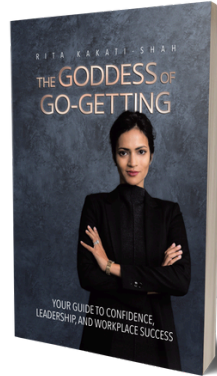


CKNW NEWS & TALK AM980

CFAX 1070



DAN RUSSELL



RITA KAKATI-SHAH

Booktrib THE LEADING SOURCE FOR BOOK NEWS & REVIEWS

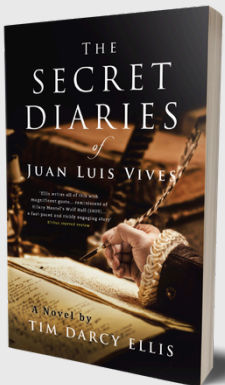
EXPRESS



MONTREAL GAZETTE

Montreal Times mltimes.ca

CTV NEWS



RENAISSANCE ENGLISH HISTORY PODCAST



TIM DARCY ELLIS



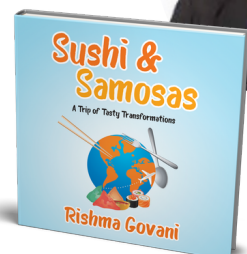
TOMMY SCHNURMACHER

InsideHalton.com



NORTH YORK The Mirror.

TORONTO STAR



JENNIFER RENIERIS

SHERYA GUPTA

RISHMA GOVANI

Testimonials



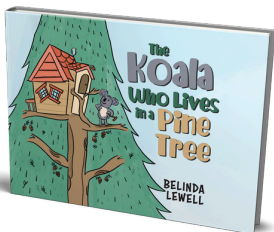
As a new author, I was lost and confused as to the whole process of getting my book published. I got all my questions answered in terms that I could understand. My Tellwell experience was amazing and I would tell anyone who is thinking about writing a book that they couldn't do any better than Tellwell. I am currently writing a second book and I will be using Tellwell services again. Great job, everyone.

– **TERRY WINKLER, *ELLA'S LOVE***



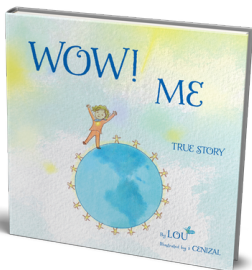
Not only was everyone so polite and helpful, but I learned a lot about publishing, writing, and marketing. I couldn't ask for a better company to publish with! I'm looking forward to starting my next book so I can work with all the wonderful people at Tellwell again.

– **RONALD SINGH, *INTERGALACTIC MIND GAMES***



The Tellwell team brought my vision to life with efficiency, creativity, and professionalism. My illustrator and cover designer went above and beyond to enhance my ideas and create visual details that have resulted in a book I am truly proud of.

– **BELINDA LEWELL, *THE KOALA WHO LIVES IN A PINE TREE***



I knew absolutely nothing before going through this process with Tellwell. So I am amazed at what has happened and how I've felt through this whole process; very magical. Thanks so much, Tellwell . . . WOW!

– **MARY-LOU STEWART, *WOW! ME***



I have been working with Tellwell services for over five years, since the release of my first book. The marketing strategies provided success in offering ideas and strategies. I was successful with a book launch, book signings, and having my book sold in many stores and online sources. The web page is well designed and user friendly. Plus, I have support if I have questions or concerns. Tellwell takes care of their clients.

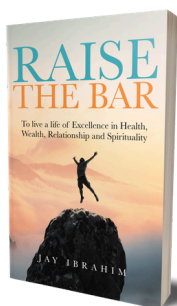
– **PATRICIA SCHISSLER, *GOD FOR ALL PEOPLE***

Testimonials



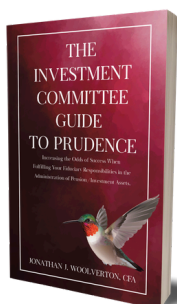
The experience was excellent and so much better than I thought it would be. Your company makes this process very stress-free. I was blown away by the quality of design. Everyone was so organized, amazing, and supportive. This far exceeded my expectations and I'm sad it is over. Thank you!!!!

– **DUSTAN LANG, *THE CHAMPION'S TRIANGLE***



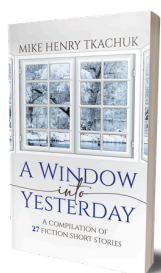
Tellwell made the process of publishing my first book seamless. The design was creative and inviting. It was very clever how it depicted the theme of the book. The editor was fantastic. She gave me suggestions that I believe were beneficial and had a strong, positive impact on the outcome of the book. Highly recommended!

– **JAY IBRAHIM, *RAISE THE BAR***



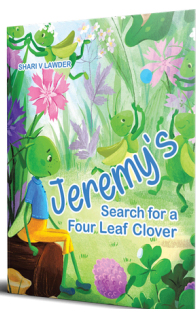
I found excellence from the support team every step of the way. I could not be happier with the book cover and interior. The book marketing consultant was great, walking me through all the various marketing activities. I could not be more pleased. I look forward to working with the Tellwell team again.

– **JONATHAN WOOLVERTON, *THE INVESTMENT COMMITTEE GUIDE TO PRUDENCE***



My experience with Tellwell was congenial. Their handling of my work was professional and timely. Their directions were easy to follow when it came to editing. The editing was done extremely well. I was astonished by the graphics design that was developed for the cover!

– **MIKE HENRY TKACHUK, *A WINDOW INTO YESTERDAY***



I have had an exceptional experience with Tellwell and the publishing process with my book. From start to finish I was guided through every step and any questions were promptly answered. My marketing consultant was fantastic with her ideas and expertise. She was very responsive to my questions and made recommendations to advertise my book to the fullest.

– **SHARI LAWDER, *JEREMY'S SEARCH FOR A FOUR LEAF CLOVER***

