



THIS IS WHY, INC.

T.I. Why Pub – Ministry of Publishing

T.I. Why Money, Marketing & Management

Publishing and Prospering with and in Purpose



KINITE MCCRAE
Speaker/Author/Philanthropist



KINITE MCCRAE is the visionary and founder of **This is Why, Inc.** which includes **T.I. Why Pub** – a ministry of publishing and **T.I. Why Money, Marketing & Management (3M)** – formerly Maxim Accounting & Business Solutions, LLC which is a full service managing authority that provides businesses with the essential financial, marketing and management tools needed to start, soar, sustain and succeed. Her 3M clientele boasts of several multi-millionaire business owners.

She is also an author, speaker, TV host, serial entrepreneur, licensed minister and philanthropist. She has received multiple awards for her endeavors, including the Community Servant Leader Award for Excellence in Philanthropy and the Women Who Impact Humanity Award.

In 2018, Kinite released her much-anticipated book, *I am a Christian, This is Why: A Logical Response to the Skeptic*. On its first day, the book ranked No. 1 in three major categories on Amazon. Within the first week, her book received high praise and reviews for its thought-provoking views and evidence-based answers on Christianity. This book laid the platform for the launching of This Is Why, Inc. where she will equip new and seasoned authors to “*Publish with a Purpose.*” Today, Kinite continues to be vocal on her Christian faith and hosts a weekly online TV segment, *This is Why Thursdays Talk and Teach every Thursday at 10:30AM on www.wbgrnetwork.com. The show can also be seen via live streaming on the WBGR Gospel Network Facebook page.*

If you are reading this brochure, that means you have taken the steps to begin or grow your career as an author or entrepreneur. Having authored and published a successful book on the first try, which is rare, Kinite has demonstrated that she has the **KEYS TO UNLOCK SUCCESS** in whatever she endeavors. With the unveiling of her new division of publishing, she and her team of skilled editors, typesetters, illustrators, cover designers and publicity experts are confident that they can help you to achieve your desired goals in this industry and beyond.

This Is Why, Inc. understands that entrepreneurship is a labor of love and this is why we are committed to helping aspiring and seasoned authors, as well as other industry entrepreneurs to *Prosper in Purpose* so that they can have a practical and purposeful impact on the world!



PUBLISH WITH A PURPOSE

From Rough Draft to Ready and RELEASED!

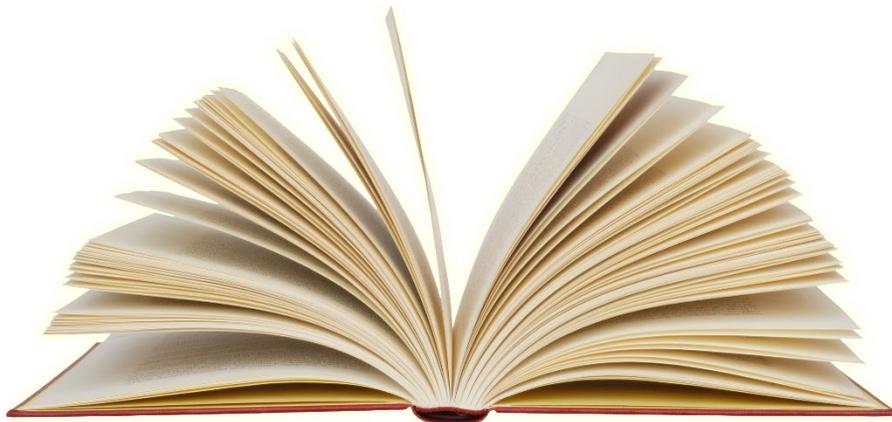
T.I. Why Pub accepts both solicited and unsolicited works for publishing. However, all books and authors undergo a review process to determine the best method of publishing. Not every book needs a traditional publishing platform. Some works will benefit from the author simply self-publishing and we have the tools to help with that as well!

T.I. Why Pub offers the following options for publishing:

1. **MyPub** – which is a self-paced online course power packed with the tools that authors need to self-publish the **RIGHT WAY!**
2. **WePub** – is a contractual based relationship that allows This Is Why, Inc. the privilege to partner with you on the successful releasing of your written **MASTERPIECE!**

Whether you choose MyPub or WePub, we are committed to giving your manuscript a dedicated and professional review and recommendation.

“Do the Work Once, Get Paid Forever!”



MyPub

A self-paced online course power packed with the tools that authors need to self-publish the *RIGHT WAY!*

Authors will have a one-year subscription to the MyPub online course that is designed for authors who are ready to invest in themselves and their manuscript from *Rough Draft to Ready and Released!* If your work was approved for both MyPub and WePub, you may choose to switch from MyPub to WePub at any time during the self-paced, self-publishing process. Authors who convert within the first 30-days will have their entire purchase of MyPub applied to the contractual obligation of WePub. Authors who convert after the first 30-days will receive a discount on WePub.

Participation in our **FREE** “Tell Me Why” Call or Webinar is mandatory before signing up for MyPub.

What do you receive with MyPub?

Complete presentations and videos carefully outlining and explaining everything you need to know about the following:

1. Rough Draft, Writing or Revamping a Previous Writing
2. Production, Editing, Formatting, Copywriting and Data-Blocking
3. Pre-Launch & Release Marketing Ideas and Strategies for Successful Sales
4. Self-Publishing Platforms 101
5. Post Marketing and Maintaining Sales
6. Other Resources and Insiders Tips – What You Don’t Know, You Don’t Know!



WE PUB

Is a contractual based relationship that allows This Is Why, Inc. the privilege to partner with you on the successful releasing of your written *MASTERPIECE!*

What do you receive with WePub?

1. **All of what you receive in MyPub** – Except **WE DO IT FOR YOU!** Of course, with your input and approval along the way. That's why it's called WePub, because We Publish with YOU!
 - a. **What does that really mean?** You receive everything from professional content and grammar editing, typesetting and formatting, custom cover design and illustrations, ISBN/Barcode creation, copywriting, eBook conversions and *SO MUCH MORE!* (details are outlined in the author's contract.)
2. **A Publicity Campaign that Includes:**
 - a. High Definition Video Trailer for your Book
 - b. Press Release Development and Sending to Hundreds of Major Media Outlets
 - c. A Designated Spot on the This Is Why, Inc website with a link to your own author's website and other social media contact pages
3. **Cash Advance Options and Gift Cards to Successfully Market Your Book**
4. **T.I. Why Money, Marketing & Management Service Options**

Ownership and Rights: Your book as well as everything we produce for you such as cover designs and illustrations are all your exclusive property. We never own the rights to your book or the contents therein.

Every book we publish is distributable worldwide to major retailers, libraries, schools and online retailers including but not limited to:



PROSPER IN PURPOSE

T.I. Why Money, Marketing & Management

Making Money Matters

For over 10-years, Kinite McCrae has been helping businesses achieve success with her "**MONEY, MARKETING, & MANAGEMENT**" approach to running a business **THE RIGHT WAY!**

Most entrepreneurs have great ideas and products that could make them a 6-figure plus earner, but they lack the strategy, structure, and sustainability to earn and maintain that income.

Remember, it's not just about how much money you make, rather how much you **KEEP!**

If you are an entrepreneur who is interested in owning and running a business, rather than just owning your own job...
VISIT OUR WEBSITE TO SCHEDULE YOUR FREE 15-MINUTE CONSULTATION TODAY!

get excited.

MONEY MATTERS MASTER COURSE

BEGINS JANUARY 2020

\$1200.00 Investment in

(Ask how you can save \$400)



DO YOU REALLY WANT TO QUIT YOUR JOB?

DO YOU REALLY WANT TO BE A FULL TIME ENTREPRENEUR?

Entrepreneurs that are serious about starting their business the **RIGHT WAY** or growing their business to the **NEXT LEVEL** and **MOST IMPORTANTLY** being a **FULL TIME ENTREPRENEUR** can enroll in this 3-Month **POWER PACKED** course that will ensure they have the tools they need to **START, SOAR & SUCCEED!**

COURSE OUTLINE

Mind Matters	Developing the mindset that will make you MILLIONS
Successful Start	Laying the foundation that creates MILLIONS
Account-Ability	Employing the strategies that manages MILLIONS
In It, To Win IT	Offering the services that earn MILLIONS
Money Matters	Obtaining investments from MILLIONAIRES!

COURSE DATES

Winter Session	Monday Evening Course 7:00pm-8:30pm	Jan: 6 th , 13 th , 27 th Feb: 3 rd , 10 th , 24 th Mar: 2 nd , 9 th , 16 th , 23 rd	Wednesday Morning Course 10am-11:30am	Jan: 8 th , 15 th , 29 th Feb: 5 th , 12 th , 26 th Mar: 4 th , 11 th , 18 th , 25 th
Spring Session	Monday Evening Course 7:00pm-8:30pm	Apr: 6 th , 20 th , 27 th May: 4 th , 11 th , 25 th Jun: 1 st , 8 th , 15 th , 22 nd	Wednesday Morning Course 10am-11:30am	Apr: 8 th , 22 nd , 29 th May: 6 th , 13 th , 27 th Jun: 3 rd , 10 th , 17 th , 24 th
Fall Session	Monday Evening Course 7:00pm-8:30pm	Sept: 14 th , 21 st , 28 th Oct: 5 th , 19 th , 26 th Nov: 2 nd , 9 th , 16 th , 30 th	Wednesday Morning Course 10am-11:30am	Sept: 16 th , 23 rd , 30 th Oct: 7 th , 21 st , 28 th *Nov: 4th, 11th, 18th

*The course will be 2-hours on Nov. 4th, 11th, and 18th

Course materials and information goes out 1-week before start date. Students receive three 30-min one-on-one coaching sessions

Ask About our Referral Program: Receive \$50 for every person you refer to take the course

“There’s a difference between money spent and money invested...Money spent is gone, but money invested returns to you with interest!” Kinite McCrae

NOW IT’S TIME TO INVEST IN



- 1. Sign-Up for a FREE consultation at www.ti-why.com**
- 2. Choose how you want to publish: MyPub or WePub; or**
- 3. Enroll in the Money Matters Master Course; and**
- 4. GET STARTED INVESTING IN YOU!**

THIS IS WHY, INC.

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