

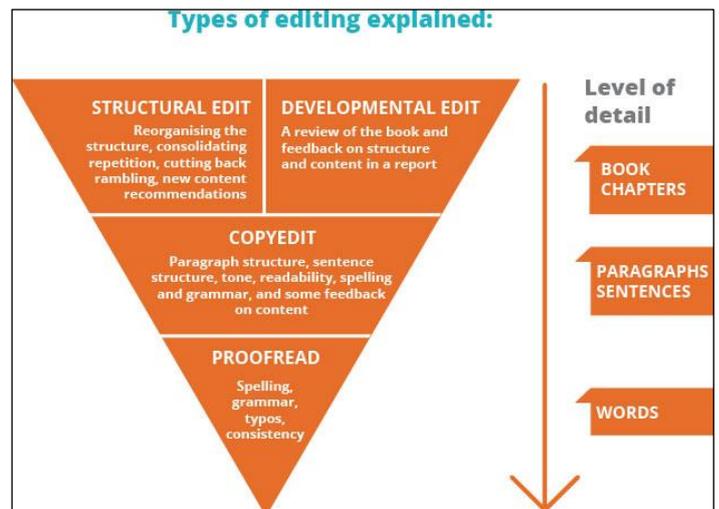
Ten steps to getting your book published

Jubilee Publications

Editing – steps 1 to 3
Production – steps 4 to 8
Printing – step 9
Marketing – step 10

1. **Concept Conversation** – The first step in getting your book published is to have a Concept Conversation with us. It is time to stop thinking about it and take the first step! This means contacting us to talk about your idea, your passion or in some cases, to let us have sight of your raw manuscript i.e. what you have written so far. We will discuss with you the basic things you need to do (C, D, E and F):
 - (a.) Clarify why you think you need to have a published work
 - (b.) Decide what will be the goal of your writing
 - (c.) Establish who your target audience will be and
 - (d.) Focus and get started, which is either to start writing immediately, continue writing or send us whatever you have written so far.
2. **Developmental Editing** – We will start the process by working with you to develop or come up with a brilliant title and subtitle that will entice readers to the book. Then our main task in developmental editing is that we help develop your concept, the scope of the book and the intended audience. We look at the overall structure which is the way elements of the manuscript are arranged and the content of your manuscript. Then we suggest changes you can make to improve them. We work in collaboration with you throughout this stage of the process.
3. **Structural editing** – Having looked at the overall structure and contents in collaboration with you, we now begin to make those agreed changes. We then structure your entire book to fit that vision. Essentially, a structural edit makes your book as effective as it can be for both your readers and your brand. In doing this, we take into consideration various facts such as:
 - What your ideal reader expects
 - What you want the book to achieve
 - What features need to be included to promote the book
 - How you want to position yourself as an expert in the field

4. **Copy editing** – This is the stage at which we move from editing to production (in spite of it being called 'copy editing'). In copy editing the text, we look at the structure of the wording, and then we design and lay out the pages, determining the size and page count. We examine the manuscript line by line, word by word in a meticulous fashion. We check grammar, spelling, consistency, repetition, relevance and adequacy of content (but this is not the same as deep proofreading which happens later). We correct errors and ask questions about anything that isn't clear in the text. There will also be discussions about images and photographs.



After copy editing, the manuscript goes back to you as the author for clarification of any remaining open questions, and then the changes are input into the manuscript.

5. **Book Design** – We then focus on page design and the layout of the book. Some books are photo-heavy or illustration-heavy, so we loop you as the author in to agree on design and layout preferences. A dummy book or proof sample book may be created at this stage to enable all parties to review the page layouts, to gauge the appropriateness of art-to-text and to make changes as necessary. However to keep costs down we tend to leave this proof sample until after deep proofreading (step 8) has been completed.

Erik Spiekermann, a German typographer, designer and writer is also a professor at the University of the Arts Bremen, Germany. Having won several European Design Awards, he said, *“Design works not because people understand it or even appreciate it, but because it works subliminally”*.



6. Typesetting – At this later stage of production, we set all the text onto the page in a way that the book’s interior will create the best reading experience. As this is essential for visual communication, we ensure that the text and images are arranged perfectly on each page in order to prepare them for printing. This includes finalising the most adequate style, size and composition of each text chain, photograph and design element. Amongst other things, we will:
 - Determine or finalise the size of the margins
 - Determine the best style for each chapter
 - Decide on the right font typeface and size
7. Cover Design – Whether we like it or not, ‘a book is often judged by its cover’ and so the cover is importance to attract potential buyers before sales can be secured. While the book is in production, we will start creating your book cover design, taking concepts and ideas you want to project as our template. This will include colour scheme, cover image and font styles. The book cover is a sales tool, broadcasting much about the book, inviting readers to the text and telling them much about what they will find on the pages between the covers.

We will work with you on creating and refining your ‘book blurb’ which is a short descriptive account of your book. While the book cover catches the browser’s attention, it is the quality of the blurb on the back cover that grips the readers, draws them in and convinces them to buy the book. The biography of the author are additional pieces of information are important on conveying the person, the qualifications and the experience of the author.

In the final analysis, it is your book cover that will be displayed in bookshops and on major online books sales and marketing platforms such as Amazon or Waterstones. If you have a website or a ‘landing page’, it is your book cover that you will display. A landing page is a standalone web page, created specifically for a marketing or advertising campaign. It is where a visitor ‘lands’ after they click on a link in an email, or ads from Google, YouTube, Facebook, Instagram, Twitter or similar places on the internet.



8. Deep proofreading – The last stage in the editorial process is proofreading the book. It is called ‘Deep Proofreading’ because it is not rushed but done very carefully and rigorously, and it’s the final meticulous process of reading thoroughly to correct any errors. A complete check is made for grammatical, typographical and formatting errors. Mistakes most commonly involve spelling, grammar, punctuation and consistency. This proofreading is the last guardian of the author’s reputation for accuracy, care and diligence; and it is the last step taken before a manuscript is printed.

In addition, we lookout for:

- Lexical, syntactic and semantic errors;
- Inconsistent line, word, or page spacing
- Misnumbered list items and mislabeled captions
- Page break problems like widows and orphans
- Irregularities in the use of the fonts types and sizes
- Accurate and consistent page headers, footers and page numbers
- Accuracy and completeness of tables, figures, charts, and graphs

- Consistent use of abbreviations and acronyms
- Coherence, intelligibility and readability

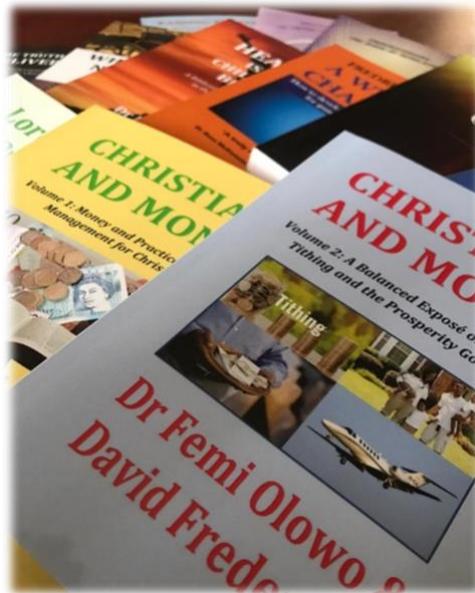
If there are sources, references and a bibliography, we make sure the document adheres to the chosen style guide or referencing format e.g. Harvard, Chicago, MLA, etc.

9. Printing, Binding and Delivery – Once deep proofreading is completed and you as the author is happy with at this stage has been completed satisfactorily, we then send the manuscript to the printers for proof copies to be made. The proof copies are then scrutinised by the author as well as ourselves in the production team, and changes that need to be made are acknowledges and agreed.

Once you sign off the first or second/final proof copy, then you can instruct us to go to print. At this point, we will not be able to make any further changes or corrections to the manuscript.

Once the printing is completed, we will deliver the boxes of book directly to your doorstep (UK only), unless otherwise arranged. Six copies of the each printed book need to be posted by recorded delivery with a cover letter to the Legal Book Deposit/British Library. We will mutually discuss whether we do that or if you will take on that responsibility.

10. Marketing, Launch and Sales – While we do not get involved in marketing your book, organising a sales launch or the active sales of them, we are happy to give you basic guidance in this area. This will however need to be a separate discussion from what we agree to do in terms of producing and publishing as outlined above.



What we do not do

To be clear, we do not get involved in ebooks, Kindle, Print on Demand (POD) or any aspect of Amazon marketing. If you wish to have an ebook, a Kindle book or do any kind of production or printing work with Amazon or any other online book publisher, then we will not be able to get involved with your project.

This is because there are a lot of complexities involved in working with third party publishers or booksellers especially as they have many very specific and complicated requirements that make it difficult to work with, given that we are offering our publishing and production service at very affordable costs.