

# Book Marketing Works Can Publish Your Book For You

## Here is a description of the services we offer

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### LITERARY AND DEVELOPMENTAL EDITING AND CLEANUP

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One of our editors will work on your manuscript as both a concept (developmental) as well as a copy editor. A service we offer is to review your manuscript to make sure the voice of contributing authors is consistent throughout the manuscript. She can provide an example of how she would conduct the copyediting if desired. References are available upon request.



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### COVER DESIGN AND PRODUCTION

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Cover design consists of the typographic design of front cover, spine, and back cover; arranging all graphic elements, including purchased or furnished images and artwork; and producing cover files meeting the printer's technical requirements.

Cover design is an iterative process. The design consultant will propose three or more candidate designs; you will provide feedback to help guide the consultant through one or more rounds of revision until we all are entirely satisfied with the results. There is no limit to the number of rounds of design revision. However, the design must be approved and final before printing can commence; thus there are practical time constraints on the process.

Cover design is an economic activity, in that the choices made affect the cost of design, printing and binding. Our design consultant will advise us regarding the implications of alternate choices.

Upon completion of the three or more candidate designs, we can conduct a focus group composed of potential readers. This will give you objective feedback to use when making the final decision on the cover design. This is an optional step, but recommended.

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### INTERIOR DESIGN

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The design of the book interior encompasses the selection of paper type, page size, margins, typefaces and sizes, and the detailed specification of typographic parameters and the arrangement of elements on the page.

Design is an iterative process. Your design consultant will propose one or more candidate designs; you will provide feedback to help guide us through one or more rounds of revision until you are entirely satisfied with the results. There is no reasonable limit to the number of rounds of design revision.

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## COMPOSITION

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Composition consists of preparing the edited manuscript, importing it into a typesetting program, and applying the approved design to it. The compositor's art includes careful adjustment of typographic elements to achieve an aesthetically pleasing result consistent with commercial composition standards; the use of proper typographic glyphs for all punctuation, special characters, and foreign alphabets, and the correction of any obvious typographical errors discovered in the manuscript in the course of the work. Composition pricing varies between straight matter (body text, subheadings, simple lists) and difficult matter (tables, charts, equations, chapter openings, footnotes, frontmatter, and backmatter).



Changes made by you after pages are composed are called author's alterations (AAs). AAs are charged according to the number of lines of type affected. Changes that cause type to move from one page to another, resulting in a need for layout adjustment, also incur charges for such adjustments.

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## POTENTIAL TIMELINE

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Agreement to begin	Day One
Initial multiple cover designs submitted to you	Day Fifteen
Initial edited manuscript to you	Day Fifteen
Cover design and editing completed	Day Thirty
Initial page layout submitted to you	Day Forty Five
Completed design ready for printing	Day Sixty
Design to printer	Day Sixty
Initial proofs to you for approval	Day Seventy Five
Final proofs approved	Day Ninety
Printed books shipped to you	Day One Hundred

Your book will be published under the imprint of Strong Books.

We will arrange for all registration, including ISBN, bar code and Library of Congress Catalog Number

We can arrange for distribution to bookstores and non-bookstore markets

Call today to discuss how you can be a published author in about 3 months



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