



YOUR GUIDE TO SELF-PUBLISHING

with Wrate's Editing Services

Your Guide to Self-Publishing with Wrate's Editing Services

The aim of my self-publishing service is to manage the process of taking your book from draft to publication and to make it an enjoyable, creative and stress-free experience for you. This guide will take you through each stage of the process and explain it in more detail. Please note that although I can provide you with an ISBN under Wrate's Publishing, I won't ask for a share of the royalties you make from sales – I just want to get you to the stage of being able to receive them! My service is fully bespoke, which means that everything I do will be geared to you. I will also be your main point of contact throughout the process and aim to respond to emails and phone messages within 24-hours (weekdays only, excluding holidays).



Initial Steps

If you decide to book one of my publishing packages, the first thing we'll do is arrange a time (in person in Central London or via phone, Skype or Zoom) to discuss the project. We'll talk about your vision for the book and what plans you have for it once it has been published. I'll also make a note of any ideas you have for the cover or interior.

Once we've decided on a start day, I'll create a **Publishing Schedule**, with some rough deadlines showing when each stage of the process will be completed by. The dates I'll provide will only be a guide, as some of the stages may take a little longer. My main priority is that no stage of the process is rushed (either at your end or mine), so as long as we keep in touch regarding where we're at, there is plenty of wiggle room. However, do let me know if you have a specific date you wish to publish on and I'll do my utmost to accommodate it.

Things to consider:

During these early stages, consider the look of your book. For instance:

- Have you thought about the size you want it to be and the colour of the pages (white or cream)?
- Would you like the cover to be in matte or gloss?

I can help you with these decisions, but I often suggest to authors that they pop into their local bookshop and have a browse, too. Even a look through the books on your shelves at home can provide inspiration. In addition, if there are any fonts you like the look of, please take a photograph of one of the pages and email it to me. This will help my designer when they come to work on your test pages.

At this point, it's also worth having a think about how you want to publish your book. Many of the authors I work with use Amazon's publishing platform, KDP (Kindle Direct Publishing), to make their work available as a Print on Demand (POD) paperback and a Kindle eBook. (An alternative publishing platform is IngramSpark* – some authors feel the quality of their POD service is better and they also print hardbacks.) They may also have some copies printed to sell direct. The advantage of doing the latter is that although you will have to pay upfront for the printing (unlike POD, where you only pay for production once an order comes through),

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your return on each book sold will be much higher. As part of my **Ultimate Package** service, I will go through all of these options with you and if you decide to have some copies printed upfront, I can arrange this for you. I have an account with a reputable UK printing firm and will pass on the special rates I receive for being a regular client and publisher. If required, I will also arrange for paper samples to be sent direct to your house. (Please note that due to printer set up costs, printing upfront is only worth the investment with a minimum order of 50 copies, otherwise POD is your best option).

E Editing

If you opt for the **Ultimate Package**, then I'll read through your book first and provide a structural report. I'll make suggestions along the side of the manuscript (using Word's track changes) and also provide you with a more general report detailing how you may make changes to improve your book. Once you've implemented these (or if you've opted for the **Standard Package**), I'll start the copy edit and initial proofread. I am happy to either use Word's track changes (where every change is marked up along the side of the text for your approval) or make the small changes as I go, marking up only the questions and queries for your attention. I'll mark these up in bold capitals and in brackets. This way it will be easy for you to spot them as you scroll through the document. Likewise, if I make a big change that I'd like you to approve, I'll put it in bold capitals also. Then, when you review the document after the copy edit, simply make the required changes (in bold so I'll be able to see them), delete the bracketed comments and turn the bold changes to normal text if you have approved them. The copy edited document will be returned to you marked Copy Edit in the document's title. Please make sure that you work from this, and don't mix it up with your original. Also, please don't change the title of the document before returning it to me. That way, I'll know it's the correct one.

TIP

Where possible, please submit your document to me in Microsoft Word with minimal formatting (formatting can be distracting). If you are unable to do this then please be aware that it will be copied into a Word document for the editing process. If you have used particular formatting rules (for instance, some words in italics) then please let me know if you want them to remain. However, the font and size will be changed to suit my preference. Remember that once we get to the design stage, the Word document will be moved across to InDesign and a professional typesetter will take over the formatting.

Once I've been through all the changes in relation to the copy edit, I'll send the document on to another editor for a further proofread. Unless requested, I'll mark up the changes from them without showing them to you.

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Once I have finished the first copy edit and proofread and sent the manuscript back to you, please only make the changes I have asked you to implement, as otherwise mistakes can creep back in (i.e. you'll be changing the work I have already completed the main edit on). If you do decide to make a change anywhere else in the manuscript, please let me know and I will check/copy edit it. I know how tempting it is to make changes to the manuscript after the copy edit and first proof have been completed (you may realise you have missed out a vital piece of information or decide to rejig a sentence or two), which is why my packages include up to four hours overseeing extra changes to the text following the initial copy edit and proofread and up to publication. (If this time runs out, I will go on to charge at my hourly rate of £25 per hour).

Once the second proofread has been completed and checked by me, the manuscript will be ready for typesetting (see the next stage). When this has been done, I will print out the PDF and give it a final, careful read through before overseeing any changes. The document will then be sent to you to read through and sign off. These final checks are an essential part of the process, as they're a chance to correct any stray typos/mistakes. Reading the manuscript in a different format to the Word document will allow you to see the text with fresh eyes. I recommend printing it out and taking your time. At this stage, any changes will need to be made on the PDF (we'll no longer be working from the Word document), so please list any changes as follows:

- » Page number
- » Paragraph number (from the top)
- » Line number (from the top or bottom of the paragraph, whichever is easier – just remember to indicate which it is)

I will then mark up the changes on the PDF.



Once I've made these final changes to the layout, I'll send the PDF off to be converted into an eBook. At this point, we'll be dealing with two documents – the PDF for print and the ePub file for the eBook. This means that any changes after this stage will have to be marked up on two separate documents and extra charges will apply for administering these alterations. This is why it's important to do all the final read throughs before the conversion stage.

During the editing stage, I will also draft out the blurb for your book cover. This includes an engaging description for the back and a catchy strapline for the front. If you have any ideas for this then please let me know. Once we're both happy with the text, it will be sent to the proofreader for a final check.

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Layout

Cover design (Ultimate Package)

Following an initial phone or email consultation (either with me or your designer), you will be provided with three cover mock-ups to choose from**. Following feedback from you, the final cover will be tweaked to perfection. Your designer will also provide you with matching Facebook and Twitter banners to use in your marketing.

Standard Package

A basic cover will be created using a high-resolution image supplied by you.

Interior Design

I love this stage of the production process, as it's when your Word document will be transformed into professionally typeset pages, i.e. it'll start looking like a proper book! To start things off, your designer will provide you with some sample pages to approve. They will incorporate any fonts or layout ideas you've provided and add their own creative input. Once you're happy with the test pages, they will continue with the rest of the layout. You'll have noticed that I charge a slightly higher rate for a complex layout. These are layouts that involve images***, boxouts, graphs and/or lists (usually non-fiction). This is simply because the formatting takes more time than a standard layout, where most pages look the same.

Things to consider:

At this stage in the process, it's important to think about any final pages you might want to add. For example, many authors want to include an 'About the Author', a 'Dedication' and some 'Acknowledgements'. You may also want to include a 'Foreword' from someone who has read the book or some testimonials from people who have also read a draft copy. Let me know as early as possible if you would like to include these. I'll edit them as part of the package price.

If you're using images in your book please ensure you have the correct permission to use them. In addition, they need to be supplied at a resolution of 300dpi. Please talk to me if you're unsure what this means.

eBook conversion

Unlike with a physical book, the reader of your eBook will have control over the size of their text, the font and even the colour of their screen. This is why a print-ready PDF needs to be professionally converted so that the text can be manipulated. The page numbers will also be removed and any websites will be hyperlinked so that the reader can click onto them. The conversion will also come with a clickable table of contents.

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Publishing

ISBN

ISBN stands for International Standard Book Number. Comprising 13 digits, it will appear on the back of your book cover and is, in simple terms, the unique barcode for your book. While publishing platforms such as KDP do provide free ISBNs, they limit you to selling your book via Amazon only. My package includes a free ISBN (a single ISBN bought through Nielsen will set you back £89) that you can use on books sold via publishing platforms such as KDP and via shops. The book will be listed under Wrate's Publishing and, as part of my service, I'll help you with the registration process. If you're publishing an eBook via KDP, you won't need another ISBN.

Account set up

Once your book is ready for publication, I'll go onto KDP (or the publishing platform of your choice), set up your account and upload your book on your behalf. In order to do this, I'll need some details from you, including your SWIFT and IBAN codes. This is because Amazon is an American company and these codes will enable them to pay your royalties into your bank account. I'll send you a form to fill in prior to this stage requesting all the details I'll need. I would also like you to be on hand via phone or email when I set the account up. This is because everything will be set up in your name and, therefore, any emails or important communication will be sent to you and not me. If you haven't already decided on the price for your paperback and eBook, we can liaise about this at this stage, too. I'll be able to advise you on your financial return on each book (once printing and postage costs have been deducted) at various price points. (I'm no genius at doing sums, KDP provide this information!)

Once the book has been uploaded and approved by KDP (Kindle Direct Publishing), you'll be able to order a proof copy. You can pay a little extra to have the book printed and delivered in a few days. Let me know when you've got it and, if you're happy, the book will now be ready to sell. Please also order an extra proof and send it to me to check and keep for my portfolio. I will be happy to reimburse you the cost.

The upload process is a little more straightforward for the eBook, as you won't need to order a proof, so the book will be available to buy as a Kindle version much sooner. Once both books are listed, you'll find that after a few days they'll join together as one, with the option to order a paperback or Kindle edition. The Look Inside facility, which enables Amazon customers to click on and open the first few pages of your book, should activate, too. Let me know if it doesn't.



The royalties you receive on your eBook sales (70% with KDP) will be much higher than your POD ones, as there are no production costs involved. So a good strategy is to keep the price for your eBook relatively low to encourage sales. The customers that would prefer to buy a physical copy of your book will be prepared to pay more.

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Production costs for a paper or hardback book will rise significantly if you use colour in the interior layout. I therefore recommend going for a black and white interior for the physical copy. If you have colour images, I can produce a separate colour PDF (images and illustrations only) for the eBook. As there is no printing involved, this won't impact your royalties.



You may have noticed that some Amazon authors have an Author Page (their name is hyperlinked in blue). If you send me a picture of yourself and a short bio (or we can use the one from your book), I'll set this up for you.



Marketing (Ultimate Package only)

Once you've published your book, you'll need to market it. Some self-publishing companies promise to send out a press release to multiple media organisations/journalists. This may sound promising, but as a journalist as well as an editor, I know that this can be a pointless exercise. I receive hundreds of these types of random press releases in my inbox each week and I don't open the majority of them. In fact, I find them really irritating. Effective marketing involves working out an angle and then pitching the story to the publications and journalists that are likely to **want** to publish it. As part of my **Ultimate Package**, I will write a press release/story pitch and send it out to up to three relevant publications (which we'll discuss beforehand). This service includes follow up calls and emails, with an update on any feedback I receive. In the past, I've secured coverage for clients in national and online publications (including newspapers and magazines), as well as local ones. I'll also advise you on further marketing opportunities.



Payment Terms

When you give me the go ahead to publish your manuscript, I will send you an invoice for half the full fee, with the rest to be paid upon completion of the job. I accept payments by direct bank transfer and via PayPal. Please inform me which payment method you prefer before I send your first invoice. (Please note that for customers outside the UK, a 2% transaction charge will be added to your invoice for any payments made via PayPal.) For work that is scheduled in advance, I will request a £200 non-refundable deposit to secure the booking, which will then be deducted from your first invoice.

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L₁ M₃ Legal Matters

If your book is non-fiction and you are writing about real events and people, it's important to bear in mind the libel law, which can still apply even if you change names in your manuscript.

The definition of libel is: a published false statement that is damaging to a person's reputation; a written defamation.

As a journalist, I've had training in media law and will advise you if I spot anything in your manuscript that could be considered libellous. However, Wrate's Editing Services cannot be held accountable for anything that you publish.

I hope my guide has helped. If you have any questions then please don't hesitate to contact me on 0208 6700 660 or via email: danielle@wrateseditingservices.co.uk.

- *A setup fee of \$49 applies for books and eBooks published through IngramSpark.
- ** A small extra fee will apply if the designer uses a stock image. Extra charges may apply if you require more ideas from the designer (other than their initial three) or further tweaks after the image has been signed off.
- *** Extra charges may apply if the images supplied by you do not meet minimum printing requirements (our designers can fix this, hence the extra charge).

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Glossary

Publishing a book for the first time is a big learning curve. To help make the process easier, I've compiled a glossary of some of the common words and terms that will come up as we take your book from draft to publication. If there's anything you're not sure about, please get in touch with your questions – that's what I'm here for.

About the Author

We usually include this at the back of the book and it helps the reader to get to know you. You may want to write about your professional background or what prompted you to write your book. If you have a website, or would like to ask people for reviews, this information can also be included.

Acknowledgements

Who would you like to thank for helping/inspiring you while you were busy tapping away on your keyboard and burning the midnight oil? A partner/friend/pet or maybe even your friendly editor and the team who helped you publish your book...

Blurb

This is the short synopsis that will appear on the back cover of your book and grab your potential readers' attention. I will also use it when the book is uploaded onto a publishing platform.

Copy Edit

When an editor goes through a manuscript line-by-line, making improvements to sentence structure and copy flow. They will also check for inconsistencies and repetition (authors often use the same word several times in a paragraph without noticing), and perform basic fact checking.

CreateSpace

Amazon's former publishing arm for print on demand books. In 2018, it merged with Kindle Direct Publishing, providing users with one account for their eBooks and paperbacks.

Dedication

Many authors wish to dedicate their book to a special someone, though this is by no means compulsory.

ePub

An eBook file format that works on eBook distribution platforms.

Font

When designers talk about fonts, they mean the design, size and boldness of letters and symbols. Many people use font and typeface interchangeably, but it's more accurate to

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distinguish the terms. Times New Roman is a typeface, but a specific version of it, such as Times New Roman bold 12pt, is a font – it specifies exactly how the text will look. Your designer will choose a font that they feel best reflects your subject matter, but feel free to pitch in with any fonts you're fond of. If you've seen it in a book, just take a photo of one of the pages.

Foreword

A short piece of writing that sometimes features at the beginning of a book. This can be written by the author, or someone the author knows whose input they feel is relevant to the book's content. For example, a doctor may be asked to write the foreword for a medical book.

IBAN and SWIFT Codes

IBAN stands for International Bank Account Number and you can find it located on your bank statement. A SWIFT (also known as a BIC - Bank Identifier Code) code is an international bank code that identifies particular banks worldwide. It also features on your bank statement. I'll need both to set up your KDP account, as the company is based in the US.

IngramSpark

A popular alternative to KDP, IngramSpark is a Print on Demand publishing platform that gives the author more options with regards to what type of book they want to sell. For example, you can opt to sell a hardback version and choose a higher quality of paper. IngramSpark also distributes to major retailers, such as Amazon, though orders may take longer to process than if you upload your book to KDP, which belongs to Amazon.

ISBN

This stands for International Standard Book Number. It's a unique, 13-digit code purchased from an affiliate of the International ISBN Agency. An ISBN should be assigned to each edition and variation of a book. My publishing packages include a free ISBN (under Wrate's Publishing). It's essential to have one if you wish to sell your book outside of Amazon.

KDP

Amazon's publishing arm. This is where the files for your paperback and eBook will be uploaded prior to publication. I'll set the account up for you using your Amazon password (if you have one), and this is where you'll be able to see how many sales you've achieved each day/month. I'll need to add your bank details, including your IBAN and SWIFT codes, to the account so you can receive your royalty payments.

PDF

This stands for Portable Document Format. As part of the design work, your designer will compile print-ready PDFs for uploading onto KDP and for the print-run (if you're having one). These will be stored on my system if required for further print work and I can also send them to you once your book has been published.

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Print on Demand (POD)

When you open an account with KDP or IngramSpark, your book will be available for sale online (for instance, on Amazon), but the book will only be printed once someone has ordered it. Once KDP or IngramSpark has taken away the cost of printing and posting your book to the customer (usually 60% of the sale cost), you will receive a royalty payment. The advantages of print on demand are that you reach a wide audience and it's free, and therefore risk free (you are not spending money upfront to print books that you may not sell). The disadvantage is that your return on each book sold will be lower. (For instance, if you sell a book for £7.99, you will receive less than £2 in royalties.)

Print Run

The term used for any copies printed in advance. To make this worthwhile, it's worth getting more than 50 copies printed upfront.

Proof Copy

Once your book has been typeset and the final read through is complete, a digital proof copy will be sent to you to check before publication. I recommend you print this out to read. If you don't have a printer at home, I can send you a physical proof for a small extra fee.

Proofread

This involves checking a manuscript for grammatical mistakes, spelling errors and typos. To ensure greater accuracy, all my publishing and editing packages include a second proofread by another editor.

Spine

The part of a book you can see when it's displayed on a shelf. It usually shows the title of the book and the author's name. The spine is vital in the production of your cover file, as the size will depend on the number of pages within the book and even the colour of the paper. Don't worry, though, we will work all that out for you! Please note that with print on demand, it's not always possible to have information printed on the spine of books with fewer than 50 pages. Please check with me in advance if you have concerns about this.

Structural Edit

When an editor reads through a completed manuscript and provides unbiased feedback on its overall tone, structure and readability. Suggestions will be made on parts that need to be rewritten, developed or researched. For novels, this also includes characterisation, themes and plot.

Track Changes

A facility on Microsoft Word that records every change an editor makes. The author can accept or reject each of these changes. Comments can also be made along the side of the manuscript. I am happy to use this facility on request.

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Typesetting

Also referred to as interior design, this is when the book is laid out (with great style, of course) ready for printing. The designer will set the pages up to your book's size specification and provide you with test pages to approve in advance.

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