

OUR PUBLISHING PROCESS

A guide for authors
& partners



SUBMISSION

BEFORE SUBMISSION

While writing your book, please

- follow our house style
- keep endnotes to a minimum
- ensure your reference list is complete and consistent
- only use third-party content if you have permission from the copyright holder
- make sure any figures or diagrams work in greyscale
- try and stick to the word count and deadline agreed in the contract
- let us know as soon as possible of any delays or problems

SUBMISSION CHECKLIST

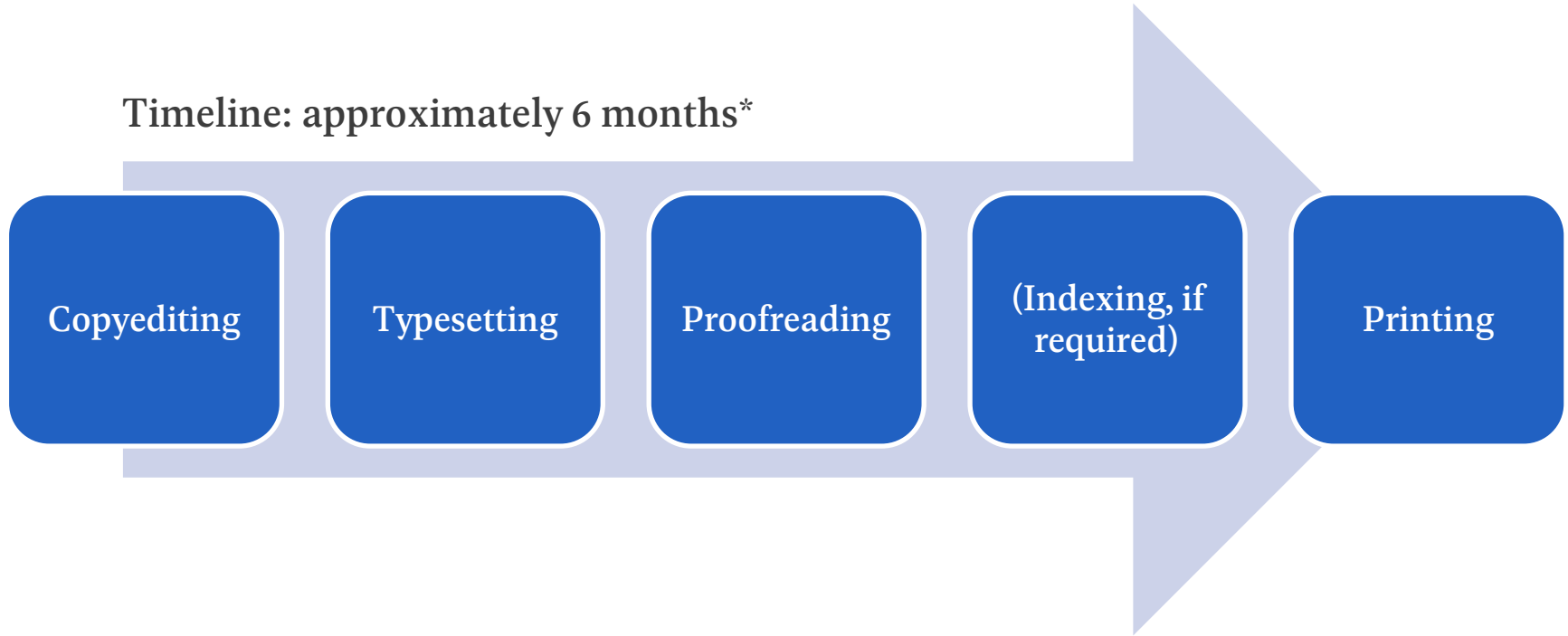
Have you provided us with

- ✓ the final, complete manuscript as a Word document
- ✓ all original figures supplied in a separate folder
- ✓ files of any logos required
- ✓ ideas for the cover
- ✓ an indication as to whether you require an index
- ✓ permissions for any third-party copyrighted content?

PRODUCTION

THE PRODUCTION PROCESS

Timeline: approximately 6 months*



*depending on page count, complexity, supplier availability and whether indexing is required

COPYEDITING

Duration: approx. 35 working days (including sending to the authors to answer queries and incorporating any subsequent changes)

Copyediting includes:

- Correcting errors in spelling, punctuation, grammar, and style
- Rewording text where the meaning is unclear or difficult to follow
- Querying any language or statements that might be problematic from a legal point of view
- Ensuring stylistic consistency and adherence to our house style
- Marking up structure of the manuscript (chapter titles, heading levels, figure captions etc.)
- Checking references (both in-text and to other sources)

TYPESETTING

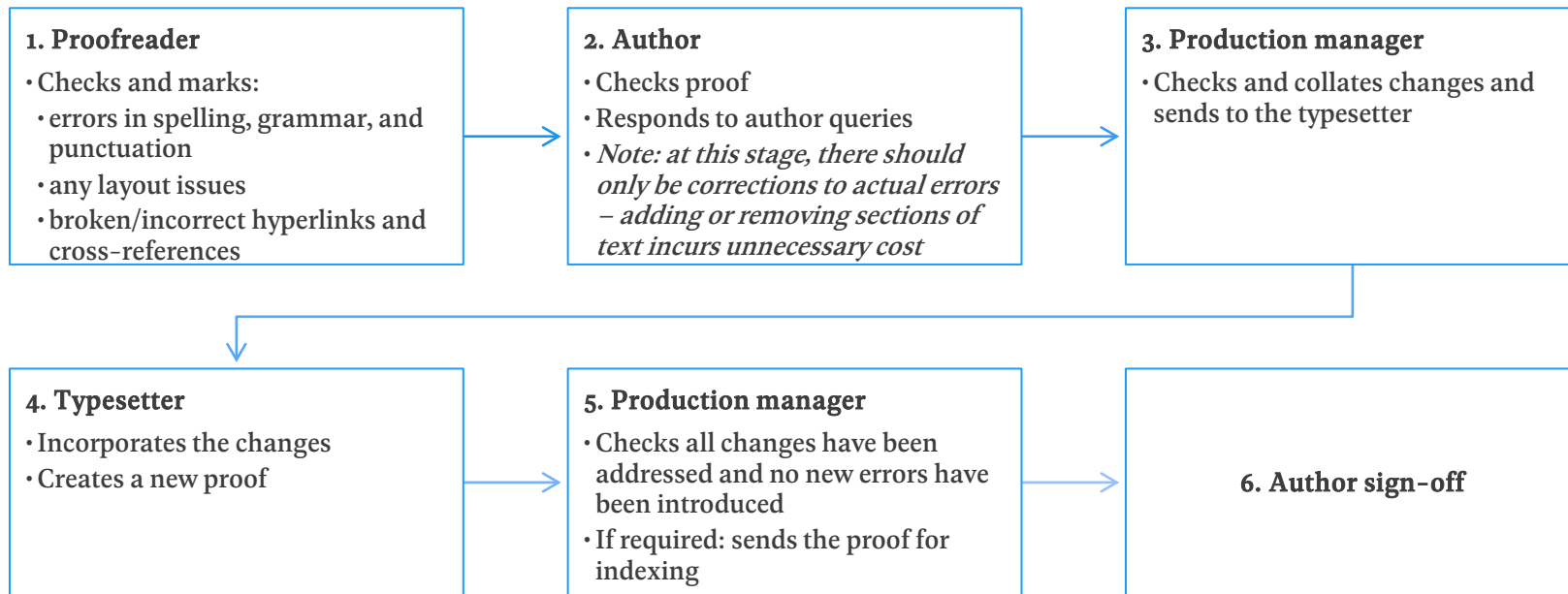
Duration: approx. 18 working days

Typesetting includes:

- Setting the text and all figures in one of our standard book templates
- Designing a new template if the text requires it
- Redrawing figures if required
- Inserting a table of contents and a figure/table list
- Creating a first proof (PDF)
- Initial in-house checks of the proof for:
 - any formatting errors (e.g. headers/header levels, unintended breaks in the text, figure positioning, etc.)
 - any mismatches between the table of contents and the chapter headings
 - any problems with figures (e.g. blurred, do not work in greyscale etc.)

PROOFREADING

Duration: up to 45 working days



INDEXING

There are two options:

- 1) Professional indexing (4-6 weeks): a professional indexer creates an index from the second proofs. The index is checked by the author and any changes implemented.
- 2) Author-created index: the author creates a list of index terms. This can be collated during any stage of the production process. At final proof stage, the author adds the page numbers to the index (1 week).

Note: for some texts, having an extra level of heading in the table of contents instead of a full index can be sufficient to aid reader navigation

PRINTING AND PUBLICATION

- Copies are printed in the UK and delivered directly from the printers to our warehouse and for author copies, free of charge to one UK address
- Printing and delivery in the UK usually takes 3-4 weeks
- The electronic book is created and published online prior to printing

Let us know if you are planning a launch, so we can advise when you will receive copies

MARKETING

ON SUBMISSION

- **Author questionnaire:** this forms the basis of the book marketing plan
 - **Cover design:** our design team works with you to create a striking cover for your book
- Things to consider:
- Would you prefer an illustrative design or an image?
 - If you choose an image, is it high resolution (300 dpi minimum)?
 - Do you have copyright permission for the image and the photo credit text?
 - If the image is your own and features people, do you have their permission to use it?
- **Back cover blurb:** this is around 250 words, and should balance promotion, description and provoke interest. Starting with a question or a compelling insight works well.
 - **Endorsements:** identify five or so high-profile individuals in your field who could provide endorsements for the book, to use on the website and in marketing activities

BEFORE PUBLICATION

Our marketing manager will

- load **bibliographic information** on to our database so it becomes available on book lists for wholesalers and the book trade globally
- design an **advance information sheet flyer** for agents and early promotion
- create a **book page** on the website and activate pre-orders 1 month before publication
- design **flyers** if required with details of how to buy the book
- get **endorsement quotes**

AT PUBLICATION

Our marketing manager will

- **notify you** and any contributors about the publication so you can spread the word among your networks and institutions
- send out **review and inspection copies** to relevant reviewers and institutions
- launch an **e-newsletter campaign** to our subscribers (around 10,000)
- tap into any conversational ‘buzz’ around relevant conferences or current events via **social media promotion**
- support your **launch events** by sharing information with our networks and creating any marketing materials (banners or flyers)
- facilitate options of contributing to **blog posts** or **YouTube videos** on our channels

FOLLOWING PUBLICATION

- **Author webinars/conference/event attendance/ blogs:** We encourage you to self-promote as in our experience this is what really achieves the best sales, downloads and reach of a book – tap into your own networks in your area of expertise as much as possible. It is evident that readers want to hear from the authors/experts, not from the publisher!
- **Reviews:** We will continue to spotlight reviews in key publications or on social networks after the initial launch has passed.
- **Bulk sales opportunities:** We will contact organisations or relevant courses at institutions, or specialist bookshops and booksellers.

Please do let us know if you do any events/ talks or activities so we can share the news!

SALES & DISTRIBUTION

GETTING YOUR BOOK OUT THERE

METADATA

The **bibliographic information** of your book is disseminated automatically from our industry standard system to central book data repositories prior to publication (namely Nielsen in the UK and Bowker in the US) but also directly to selective trade wholesalers and booksellers. Globally, other book traders have access to these central data repositories so are kept regularly informed of new and forthcoming publications. We also retain international sales agents who will promote your book in their regions to independent bookshops.



BOOKSELLERS

Booksellers can purchase print copies of your book directly from us via our global distributors Ingram International (warehoused in the UK and US) or our online ecommerce website **practicalactionpublishing.com** and via these two routes will get better trade discounts on their purchases. Many booksellers, however, choose to buy stock from larger wholesalers who have long standing trade accounts with us at Ingram, despite being offered less favourable discounts from wholesalers. Online booksellers such as Amazon or, The Book Depository also buy in stock from our distributors Ingram, usually at very high trade discounts. Please be aware that as a publisher we have very little to no control over the purchasing habits of booksellers, in the high street or online, nor can we determine their selling prices.



PRINT ON DEMAND

We also run an extensive POD (print on demand) programme which allows us to sell your book to harder to reach locations, making for a cost and time efficient method of distribution. Currently we use POD facilities available in the UK, Europe, the US, Canada & Latin America, Australia and most recently in Indian regional markets. The programme continues to grow year on year, enabling us to fulfil customers' orders quickly and with less shipping or customs costs incurred.

eBOOKS

On publication your book will automatically become part of our digital library platform practicalactionpublishing.com as well as being added to third party digital ebook providers' lists, such as JSTOR, EBSCO, and Proquest; a Kindle version will also be made available on Amazon. Your ebook can then be purchased by individuals via our platform or on Amazon Kindle for a single user price, or by institutional libraries at a higher price for multiple users, directly from our platform or via our third-party providers.



ProQuest
Ebook Central™



HOW YOU CAN HELP

A final and important channel for selling your book is through author involvement. Promoting your book to your networks, affiliated organisations, institutions and colleagues has proven to be a successful method for generating further sales.

We would advise that the preferred and most efficient way of directing potential book purchasers to buy your book, whether they require print or digital versions, is to steer them towards contacting us by emailing **publishinginfo@practicalaction.org.uk** Not only will they receive a clear and immediate response but can also benefit from reasonable prices and appropriate discounts, efficient and timely deliveries on print copies, and also straightforward access routes to digital versions.

Our aim is to enable your book to reach as many people as possible; to be affordable and accessible to those who need it most and we look forward to working with you to make this achievable.

The Practical Action Publishing Team

SALES REPORTING & ROYALTIES

- If you are contracted to receive royalties from sales, you will receive a statement and payment annually, shortly after the 31st March
- We are happy to provide sales quantity and download stats together with more qualitative data regarding the reach of your book's content at any time during the rest of the year, upon request

KEEP UP TO DATE

- **Sign up to our email newsletter** at practicalactionpublishing.com
- **Browse books and journal articles** online at practicalactionpublishing.com and register an account
- Email us to order print books with your **35% author discount**
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Facebook: @PracticalActionPublishing
- **General enquiries** to publishinginfo@practicalaction.org.uk

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