EXPLAIN TO ME THE BOOK PUBLISHING PROCESS!

Together, Hope Editors team members have more than seventy-five years of experience in book publishing. We would like to jumpstart you on your way to success by providing this free overview. Grab a cup of coffee and let your professional friends show you the book publishing process used by publishers today.

Every book, fiction or nonfiction, goes through an editing process to prepare its content, interior design, and cover for publication. Here are the steps in that process:

- Manuscript review
- Book proposal
- Content edit
- Copyedit
- Book cover design
- Interior design
- Proofreading
- Publication in print and/or digital (e-book) format
- Marketing/book promotion
- Ghostwriting (if you need help writing your book)

HIRE AN EDITOR TO DO A MANUSCRIPT REVIEW

New authors especially prefer to pay for a manuscript review before creating a book proposal or hiring a content editor. The manuscript review (MR) editor will read your book and write a thorough, professional assessment of your book. The MR editor helps you edit your own work before you submit it to a qualified publisher or editor.

WRITE YOUR BOOK PROPOSAL

If you intend to submit your book to a traditional publisher, a book proposal is mandatory. You may wish to create your own book proposal, or you may desire to hire a professional to help you. (See www.HopeEditors.com to find help in writing an outstanding book proposal). Whether you hire someone else to craft your proposal or you dive in and do it yourself, a book proposal forces you to think through your book in a deeper way. You will need to define your audience, state the book’s takeaway value and take a serious look at marketing and promotion. When finished, the book proposal will motivate you to finish your manuscript by giving you a clear picture of the final version of the book. (See a book written by one of the Hope Editors, Dave Fessenden, titled A Christian Writer’s Guide to the Book Proposal).

CONTENT EDITOR IS HIRED

When you submit your fiction or nonfiction manuscript for a content edit, a professional editor will look at your book from cover to cover and work with you to fine-tune your message and, if necessary, to reorganize your chapters for optimal impact. If you are self publishing, you will need to hire your own editor. (I suggest hiring our Hope Editors team at www.HopeEditors.com). If you’ve signed a contract with a traditional publisher, then your publisher will hire and pay an editor to work with you.
COPYEDITOR IS HIRED
After your manuscript is organized and its message is clear, your book needs to be copyedited. A copyeditor will go through your manuscript, sentence by sentence, and make sure that the sentences are complete, the paragraphs are unified and coherent, the grammar is correct and the punctuation is properly placed. Copyeditors are human, and there is a margin for error when copyediting. That is one reason why a book is always seen by a proofreader one last time before the book goes to the printer. A professional copyeditor is hired and paid for by your publisher. If you choose to self publish, it is imperative to hire a copyeditor so that your book is professionally presented. (See www.HopeEditors to hire your professional copyeditor). Remember, people may buy your first book even if you haven’t had it copyedited. But if they find one mistake after another in your first book, they will rarely buy the second.

BOOK COVER DESIGNER IS HIRED
Although you can’t tell a book by its cover, an eye-catching book cover and title can transport your book from the shelf and into the hands of a reader. Book cover designers are hired in-house or as vendors by book publishing companies. The author is usually asked to provide a book summary (which should already be available in the book proposal) to the designer. The author will also be asked to write what is called the back cover copy, which is the short blurb you find on the back of a printed book. Note that e-books do not usually use back cover copy, because they do not have a back cover!

INTERIOR DESIGN
A designer provides the layout of the individual pages in an interior book design that will make your manuscript look like a book. The design process prepares the book for printing, but this process naturally shifts the sentences around and causes the pages to look splotchy or lack cohesion. That is why after this step the book needs to be put into the hands of one more person before publication: the proofreader.

PROOFREADING
A proofreader offers a second pair of eyes after the editing, copyediting and interior design. A proofreader will comb through your book one last time just before it is published as an e-book or a print book. All copyeditors and proofreaders at Hope Editors will format your book according to The Chicago Manual of Style, a stylebook known and respected by all book publishers. E-mail us at HopeEditors@comcast.net and ask for a free phone consultation.

PRINTING AND/OR DIGITAL (E-BOOK) FORMATTING
After your book is proofed, the publisher sends your manuscript off to the printer! If you have a contract with a traditional book publisher, then the printing and digital publishing are handled by your publisher. If you are self publishing, you may use one of several self-publishing printers. Hope Editors recommends CreateSpace, which provides free tools to help you publish and distribute printed books.

MARKETING AND BOOK PROMOTION
Let us share with you a quote from every book publisher on planet earth: “As the author, you are expected to build a platform and market your book.” Building a platform means that your
publisher will expect you to gain a following of people—your “tribe,” so to speak. Every author is expected to tap into the group of people that want his or her message and to start selling the book. Entire books have been written on the subject of book marketing. You may wish to hire a publicist or explore a number of marketing ploys such as blog tours, radio interviews, book tours, television interviews or book signings. And that’s just the tip of the iceberg! You definitely want to generate a following on social media and talk about your book to people who care about your subject. Remember to always provide a link to the website or page where the reader can purchase your book.

WHAT IF I NEED HELP WRITING MY BOOK?
If you need help writing your book, you can hire a professional ghostwriter. Bear in mind that if you need a ghostwriter because you don’t have time to write a book, you will need to manage your schedule so that you can make time to communicate with your ghostwriter. Hope Editors has found that the greatest difficulty encountered with ghostwriting is getting the author to communicate with the ghostwriter at least one time per day. E-mail is usually the preferred method of communication, but oftentimes the process will require a brief phone conversation. If you are a speaker, you may want to provide your ghostwriter with transcripts of your audio messages. Do not expect the ghostwriter to transcribe messages—that’s the work of a transcriptionist or of your Great Aunt Harriet, who really doesn’t mind tapping out the words to all your audio recordings for free.

OVERWHELMED?
Don’t be. Together the team of Hope Editors has coached more than 150 authors through various stages of the book publishing process. E-mail us at HopeEditors@comcast.net to set up a free phone consultation. We will answer your questions and help you determine the next step in the process of publishing your book.

What do you have to lose but twenty minutes on a free call? E-mail us at HopeEditors@comcast.net.
Explain to me the Book Publishing Process
By C. Hope Flinchbaugh

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