



Smart women put it in writing

BOOK PROPOSAL



The Book Process

1

PLAN



Clarify who you are as an author, and why you are doing this. What big issue do you care enough about to help others with? How will your book be structured? Complete a Book Blueprint before you begin to write.

2

WRITE



Set a schedule. With a good plan in place, you can do the first thrash of 30,000 to 40,000 words in 30/60/90 days. Less words are fine. No need to do a great deal more. Create a writing experience you enjoy.

3

MARKETING MINDSET



This begins with a book marketing checklist, so you can prepare for the business side of our book while you write your book, or during production. There will be things on that list you already have in place; there will be things we can assist you with; and some will require other expertise. (We can often provide referrals for those elements.)

4

EDIT &/OR REFINE



Most editors require four weeks, or maybe more, depending on word count, to do a thorough, thoughtful job, allowing for first edit, then your review and responses; and a final check of the completed manuscript.

5

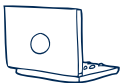
DESIGN BOOK COVER



Your cover design should reinforce the point and tone of your message, and has a strong influence on how people respond to your book. It also impacts the style of the internal page layout. Begin early.

6

PAGE LAYOUT



Once your book has been edited properly, and your book cover has been decided, page design and layout can commence. There are many elements involved - use a professional.

7

PROOFREAD



It's vital to proofread your book again (several times) after the page layout process, so you pick up errors and make improvements and corrections.

A professional, as well as the author, should do this. Allow several weeks to get steps 6 & 7 right.

8

PRINT COPIES



Printers require up to three weeks to supply authors with a pre-press proof, then print and ship books. We will assist you to gather print quotes or use print-on demand with IngramSpark, and we supply your book files to them. You pay them for their services.

9

BOOK DISTRIBUTION



We set you up as a global publisher and distributor, using both IngramSpark and Amazon platforms for online sales of print and e-books via Amazon and other international bookseller websites. We can also assist your application to an Australian book distribution company via the Australian Society of Authors.

THIS PROPOSAL INCLUDES STEPS 3 TO 9 IN THE BOOK PROCESS (see previous page)

- ⑥ Complete project management, providing you with one point of contact during the production process, freeing you to focus on other work & book marketing preparation
- ⑥ A book marketing checklist; written copy for author bio; book blurb for back cover (Other marketing checklist items priced separately.)
- ⑥ Book production services, taking your manuscript through editing, and cover and page layout design
- ⑥ Organise ISBN, barcode, National Library of Australia registration
- ⑥ Final proofread & corrections prior to release
- ⑥ Supply of book cover images for marketing use
- ⑥ Set-up of IngramSpark and Amazon accounts for online distribution of your print-on-demand book and e-book
- ⑥ Preparation of files for paperback print-on-demand option & coordination with printing service (if required)
- ⑥ Release all files to the owner/author on completion - no ongoing contracts or royalties

Estimated 16-week process

PROPOSED FEE

**CALCULATED BASED ON WORD LENGTH,
WRITING QUALITY, & DESIGN COMPLEXITY**
(GRAPHICS MAY INCUR AN EXTRA FEE)

70% DUE ON COMMENCEMENT

30% DUE WHEN FILES ARE PRINT-READY

Benefits of a one-stop service

- ⑥ Provides one personalised, calm and responsive point of contact for the author, explaining the process, assisting with queries and providing updates
- ⑥ Coordinates editor, designer, print company, and other providers, so you can focus on your business
- ⑥ Cares for a small number of clients at a time, so each book receives our full focus, ideas and input
- ⑥ Maintains project schedule, allowing up to four months for the book production process to be completed thoughtfully and thoroughly
- ⑥ Provides author with publishing guidance and feedback on book elements, and quality control of all aspects of production throughout the project
- ⑥ Manages the fiddly bits - ISBN, barcode, National Library of Australia registration - as well as optional assistance with application to an Australian bookstore distribution company

The Publishing Path

COMMENCEMENT

To begin, we provide a book marketing checklist so you can prepare for the business side of our book while we work on the production. We can discuss this in detail over a zoom call.

EDITING

On commencement, the editor reviews the complete manuscript and provides a sample edit of 3 to 5 pages, plus general feedback on any other issues and/or further requirements. (You can speak with the editor if you wish.)

YOUR COMPREHENSIVE EDIT INCLUDES THESE THREE COMPONENTS:

SUBSTANTIVE EDITING

Substantive editing (sometimes called structural or content editing) ensures that the structure, content, language, style and presentation of the document are suitable for its intended purpose and readership.

COPYEDITING

Copyediting aims to achieve accuracy, clarity and consistency of language in a document.

PROOFREADING

The document is checked and prepared for publishing. This includes ensuring all elements are included and in the proper order; all amendments have been inserted; the set style has been followed; and all spelling or punctuation errors have been corrected.



BOOK COVER DESIGN

- ⑥ Author completes our Book Cover Design Brief to begin this stage, and the designer provides a selection of front cover concepts, based on the brief, as a starting point.
- ⑥ Based on author feedback, front cover designs are reviewed until the preferred option is decided. This quote includes two design rounds of concepts, then revisions of one or two preferred concepts until final design is reached. (Excessive rounds of major changes may incur extra costs because of the added designer time involved.)
- ⑥ Purchase of ISBNs and barcode in author's name. (This cost is NOT included in this bundle – see 'CHARGES' page 11.)
- ⑥ Full cover designs for print & e-book are finalised. Assistance with back cover blurb provided if required.
- ⑥ Full cover design checked and approved by author.

PAGE LAYOUT

- ⑥ Interior design concepts are presented, based on the front cover style, then revised to determine preferred internal style.
- ⑥ Interior layout and diagrams completed, checked and updated inhouse, then provided to author for checking.
- ⑥ Author changes are instigated and checked inhouse again.

PRE-LAYOUT & PRE-PRESS PROOFREADING

- ⑥ Author's manuscript is proofread prior to page layout.
- ⑥ Cover and page layout are proofread again after layout is complete. This includes layout components, spelling, grammar and punctuation. Corrections are made to the final files.
- ⑥ With author approval, print-ready book cover and page files are prepared for the printer in required format.



PRINT-ON-DEMAND BOOK & E-BOOK PUBLISHING WITH INGRAMSPARK & AMAZON

www.ingramspark.com & www.kdp.amazon.com: They enable self-publishing authors to easily access global print and e-book distribution.

- ⑥ IngramSpark is the largest wholesaler of print books in the world. They have about 40,000 retail partners, consisting of online retailers, physical booksellers, library suppliers, other wholesalers, and institutions. They also distribute e-books to Apple, and the 20 other online retailers, including Booktopia.
- ⑥ They are a print company too. You can log in and order your own stock of books at print cost as needed. Take orders for your book online or in person, and use IngramSpark to fulfil and despatch those orders at the click of a button.
- ⑥ Amazon's Kindle Direct Publishing company enables you to self-publish paperback and digital books, and reach millions of readers around the world on their own platform.

NOTE: We set up your author accounts in your name. You retain 100% ownership of account, files, and all ensuing book sales revenue.

PRINT BOOKS

- ⑥ Upload print files and order one or more proof copies.
- ⑥ Update files in IngramSpark and Amazon if needed, prior to print, or later.
- ⑥ Order bulk copies of print books for delivery to author. (NOTE: This print cost is NOT included in our fee. We can manage this for you, and give you flexibility with the number of books you purchase. See 'CHARGES' below for payment information.)

E-BOOKS

- ⑥ Convert book layout to e-book format, ready for upload to IngramSpark and Amazon.
- ⑥ E-book set up for global distribution to Amazon, Apple, Book Depository, Booktopia, Kobo, Barnes and Noble and other outlets.

ALSO INCLUDED

- ⑥ Marketing checklist (Assistance with some items (priced separately))
- ⑥ Several book marketing images
- ⑥ Several pdf combinations of cover and pages from your book
- ⑥ Author bio in short and long form
- ⑥ Book blurb in short and long form

RECOMMENDED

- ⑥ Become a member of the Australian Society of Authors to access members' benefits, including an exclusive book distribution arrangement with John Reed Books.

CHARGES TO AUTHOR

So that you, the author, retain full ownership and access to your own accounts and files, the following charges are applied directly to your card when we manage this process for you, and set up accounts in your name:

- ⑥ ISBN and Barcode (Cheapest option is AUD\$133 for a bundle of 10 ISBNs + 1 barcode. New account set-up fee is AUD\$55.)
- ⑥ IngramSpark & Amazon (free set-up costs for print and e-book): you can purchase advertising in the IS global catalogue (USD\$85); and you pay for all printing costs (see the IngramSpark [online calculator here](#)).

ON CONCLUSION

- ⑥ Once the book has been lodged with IngramSpark and Amazon, and final payment is received, all book files become the property of the author.
- ⑥ We provide ongoing support to our authors by sharing your work in social media, and making referrals, introductions and recommendations when we can.
- ⑥ We are also available to our authors for ongoing paid services such as copywriting, editing, proofreading, or design of other business collateral.





Bev Ryan coaches & delivers quality books with business and professional people who want to contribute to positive change, demonstrate their expertise, engage new audiences, build credibility, and capture and monetise their IP – even though they may not feel like a writer, and may know little about the publishing process.

Testimonials



Writing and publishing a book was a long-held dream. Having finally started this brave journey, I was unsure where to go next or how to launch my book into the world. Bev Ryan was a wonderful support and coach. She was the catalyst at the crossroads. She provided a practical framework, with steps, guidance, and time frames plus referrals to printers, and other helpful resources so that 'Altitude – two women's journey on Mt Kilimanjaro' became a reality. I do strongly recommend Bev & her team to anybody considering the writer's journey.

Dolores Cummins

Executive Coach & Consultant: Business Transformation, Culture & Leadership Development

“

When I sent my manuscript to Bev, I didn't know how much work was involved, although I thought I understood the publishing process from my research. After I started working with Bev, I realised how beneficial it was to work with a professional and an experienced person like her to help me effectively navigate through the process. English is my third language, and I wouldn't have produced a quality book like 'Your Best Life' without her patient guidance and friendly, informed support. She is the person who turned my dream into a reality! I am both grateful and respectful of her and her services, and highly recommend Bev to anyone serious about producing a high-quality book.

Helen Nan

Certified Financial Planner & Founder of Compound Freedom



”



**TO DISCUSS YOUR
BOOK PROJECT,
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