



# OUR PUBLISHING GUIDE

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*For a memorable and rewarding  
publishing journey.*

# WELCOME

It starts with a single thought, an inspiration, a spark.

An author's idea along with the creativity and ability to transpose this into the written word is the beginning of a journey towards a published book.

It is exciting and thrilling as an editor to see these first signs of creation and have the privilege to care and nurture these seeds into full fruition.

From the initial submission of the work to the Publisher, to the offer, to the production, to the printing, to the warehouse, to marketing, to the bookshop, to the ultimate destination; the reader who has just bought the book.

It is time to share your story with the world.

**Suzanne Mulvey,**  
**Commissioning Editor**

# PUBLISHING PROCESS OVERVIEW

## **1 Editorial process**

Publishing your book is an exciting and rewarding experience. Once a publishing contract has been signed, you will be introduced to the production team. Prior to this, the commissioning editor evaluates your manuscript to ensure we have all the information required, double check the particulars and prepare your manuscript for the production team.

## **2 Say hello to your production coordinator**

You will be assigned your very own production coordinator, who will bring your book to life. This is the longest part of the publication process, during which many elements will be finalised including: the book cover, book blurb, proofreading and formatting.

## **3 Finalising the manuscript ready for print**

The production coordinator will do the final checks and complete the manuscript ready for print. A provisional publication date is sent to you. Your book is now ready to be printed. You will now be passed to the marketing coordinator.

## **4 Say hello to your marketing coordinator**

You'll receive your complimentary copies, along with bookmarks and business cards! Your marketing coordinator will work with you in promoting the book, the book will be scheduled for pre-order. The book is distributed to shops and wholesalers worldwide. Review copies will be sent to relevant journals and a range of marketing activities will take place. We encourage authors to get more involved in marketing the book as this yields better success for the book.

## **5 Book sales and royalties**

The accounts team will keep you updated on the book sales. As you gain royalties from the book sales, you can work on your next book.

# EDITORIAL/ PRODUCTION

Bringing your book to life.  
During production, typically your work will  
go through the following stages.

## **Formatting (House styling)**

This involves formatting the manuscript into a book. The manuscript will be sized and formatted electronically to the most appropriate size for its content. Fonts, headings and page numbers are also added in preparation for proofreading.

## **Proofreading/ editing**

This is one of the most important stages of production. Your manuscript will be read by an experienced proofreader. They will be reading your manuscript, correcting spelling and grammar, checking the accuracy of the text and suggesting the most effective ways to structure your work. The proofreader will also provide you with a general report indicating any suggested changes and ideas on how to improve the book, as well as a suggested back cover blurb and press release.

## **First proof**

Once the proofreader has completed their review, the manuscript will then be sent to you to go over the report and review the suggested changes.

## **1<sup>st</sup> Amendments**

When you have reviewed the changes suggested by the proofreader, you will then be returning the manuscript to the production team. It will then be amended by an experienced editor, who will go through the report and marked-up manuscript, making the changes agreed by yourself and the proofreader.

## **Second Proof**

Once the 1st amendments stage has been completed, you will be sent a second proof. This will be the edited version of your manuscript. This is a chance for you to have a final read and to ensure any errors are removed/ corrected. You will also be asked to choose and finalise the back cover blurb and press release.

## **2<sup>nd</sup> Amendments**

When you have finished reading through your second proof, you may be happy to sign the proof certificate at this time, if so, the final edits will be made and you will move straight on to finalisation. If you have made further suggested edits and wish to see a final proof, or if your book contains illustrations (they will be inserted now) an extra amendment stage will occur here.

## Final edits, finalisation and sign off

Now you have signed the proof certificate, we will enter into finalisation. Any final amendments will be made and all information will be checked through. Your manuscript will be formatted and finalised for print.

## Graphics

At the beginning of the production process, you will be asked to fill out a cover suggestion form. Throughout the production stages, the graphics team will be working on cover designs using both your suggested ideas, and the advice of the production and marketing teams. Covers will be sent to you for feedback and amendments made if necessary.

## Graphics editing and finalisation

Your finalised cover will be sized to fit the inners and the back cover blurb, categories, price, ISBN etc. will be added.

## Project finalisation

The unbound book will be checked for any sizing issues and the cover runs through a series of final checks before the main print run begins.

## Publication

You will be contacted by our marketing department, who will inform you of a publication date and they will take over from here.

## eBook

Following the publication of the paperback, an eBook edition will also be published, accompanied with a promotional campaign to promote the eBook to a worldwide audience.



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*The length of production can vary depending on the style and type of book, but great care is taken throughout the production process to ensure that the finished product is of the highest quality.*

# MARKETING

## *What we do*

The process of marketing a book is never complete. Our marketing team work on implementing the most relevant strategies for each title, utilizing our many years of experience and contacts. We do not employ a one strategy fits all approach.

### **Setting a calculated release date**

We take several factors into consideration when deciding a publication date. Sometimes this can be based on the genre of the book and current season, or the target audience, a particular holiday or festival, and even current affairs are taken into account. We always endeavour to decide this well in advance to allow our team to begin the various marketing activities and allow for pre-orders.

### **Making the book available worldwide**

The book is uploaded to our various trade partners. This ensures that the book is available to every bookshop worldwide. We hold key accounts with all major booksellers and supply details of all our releases to Waterstones, Amazon, WHSmith, Barnes & Noble, Heffers and all other good bookshops.

### **Book wholesalers and distributors**

All of our new releases are also sent to Gardners for stock. Gardners are one of the largest book wholesalers and distributors. They supply books to Waterstones, WHSmiths and other independent bookshops in Britain, Europe and the rest of the world. Please see our partners on page 7 for a list of the distributors we work with.

### **Book reviews**

We upload to Goodreads, a well-known and incredibly popular review website that accepts books from various genres. Members of the public can review all the books they've read and add their reviews for others to read. We also send review copies of the book to relevant reviewers for the best exposure.

### **Bookstores and trade contacts**

Over the years we have gained key trade contacts. From the small collective bookshops in Indonesia to the largest Barnes and Nobles in the streets of New York. We utilize our new and old contacts for every author. Mixing in our current relationships with media outlets and bookstores to ongoing collaborations. We send press releases to these specially selected lists. Most of these include national media, bloggers, reviewers, radio stations and in some cases television and film.

# MEDIA PACKAGE

A bespoke media package is created for all our authors to promote them and the book across various digital avenues. We adapt and introduce new material for our authors to keep ahead in the rapidly growing digital world.

## Author webpages

www.

Our digital team will create a dedicated webpage which will help promote the book and you as the author online.

## Book Teasers



Our specially created book teasers attract attention from users on YouTube and are also used for various advertising activities by Booksellers and Bloggers.

## Social media campaigns



To promote our authors and books, we also use our ever growing social media presence to engage and connect with book lovers and readers worldwide, everyday.

## Marketing material



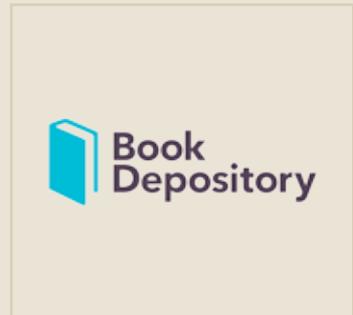
Expertly designed business cards, posters, flyers, bookmarks and a digital pack are created and used for promotional and advertising activities by us and the author.

## Book awards and Audiobook

Alongside this, there are other avenues we are always keen to explore including Book Prize submissions and Audiobook creation.

# OUR PARTNERS

Here are some of our partners. These include distributors, book shops and various other outlets that we work with closely to ensure our titles are widely available. For a complete list of our partners, please refer to our website.



# WORLD WIDE DISTRIBUTION

We work with several distributors such to ensure readers around the world have easy access to our catalogue of books.

Our authors and books benefit from the worldwide exposure to ever growing new markets and readers around the world.

The logo for Ingram, featuring the word "INGRAM" in a bold, blue, sans-serif font.

We work with Ingram – one of the leading distributors and printers in the world – the family owned business started over 50 years ago, and since then have took over the world of big-name and Indie publishers. The locations of Ingram are many: India, Australia, America, Canada, Europe and Japan to name a few. These are both print facilities and distribution locations.

The logo for Gardners, featuring a stylized blue map of the United Kingdom with the letters "GB" in red, followed by the word "Gardners" in a blue, sans-serif font.

Gardners are the UK's largest wholesaler, we have had a fantastic relationship with them for more than 20 years. They offer a large stock of books to many bookshops and retailers around the United Kingdom. Their distribution and delivery has always been pristine and their connections with booksellers fantastic.

## *What you can do*

As many successful authors have agreed, to achieve the maximum potential, a joint effort from the publisher and author is essential.

We encourage our authors to promote themselves as well as the book by following some of this guide.

### **Participate in events**

Participating in promotional activities such as book signings, interviews and talks.

### **Working with your marketing coordinator**

Many of our authors choose to hold private launches to celebrate the release of their book. These can take place in a bookshop, an event centre, the café where the book transpired from mind to paper, or even the local watering hole. We help our authors organise these events and will often arrange attendance of the media and representation from us as the Publisher.

### **Be active on social media**

Social media has become one of the easiest and most important ingredients in promoting books and events. It is something we encourage and recommend highly to all our authors.



# BOOK SALES AND ROYALTIES

Without distribution, it's impossible to gain success for a book.

## Our warehouse

Each title is stocked in our dedicated warehouse and therefore is available for immediate dispatch.

## No Print on Demand

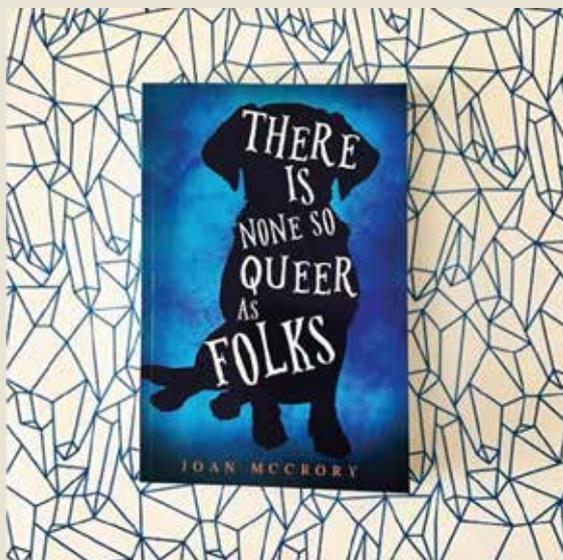
We do not operate a Print on Demand approach for any of our titles and this ensures we can distribute our titles both quickly and efficiently without delays.

## Book sales

We continuously monitor book sales and work closely with our authors to ensure all opportunities are availed as and when possible.

## Royalties

Royalty statements are produced twice yearly and sent to our authors. This covers all formats and territories worldwide.



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*We believe every book deserves the best possible exposure and our team work hard to ensure that each title can achieve the success it deserves.*

# WHAT OUR AUTHORS SAY

“

It's now a couple of weeks since my first book, published by Vanguard Press, has been shipped by Amazon or sold through Waterstones. I am delighted with the book - from the composite artwork/photography on the cover to the feel of the book itself and the crisp print.

As a first time author, it is still surreal to see my name on my book on the shelves in Waterstones or on Amazon. All I can say is "thank you so much" to all at Pegasus; from the editorial team who chose to select my work to the designer of the cover and the printing team.

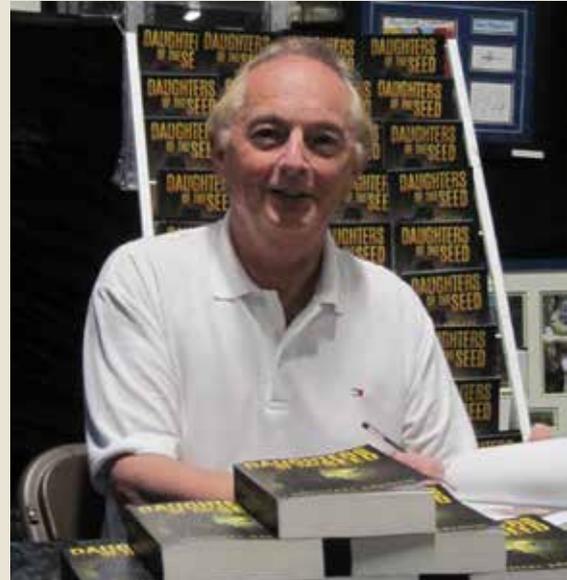
My wife didn't tell me that the promotional copies had arrived so, when I arrived home from work, I excitedly followed a trail of the bookmarks (an excellent idea, by the way!) along the corridor and into our dining room where there was a veritable pyramid of books - MY book! To paraphrase an old joke, you've made a middle-aged man very happy!”

**Gary Maile**

“

I have just received my box full of complimentary copies of my book and marketing items. This being my first published book, the professional help and expertise given by Pegasus throughout the whole process has been invaluable and second to none. Many Thanks.”

**C.J. Burton**



“

From accepting my draft to the final publication, I was supported by a team of professionals who helped me each step of the way - and they still are. ”

## Jeremy Dix

“

A great Publishing House - excellent communication and engagement with their authors. Supportive and helpful. ”

## Decima Blake

“

Pegasus Publishers has just released my book. Their editorial department were efficient. I am pleased with my cover design. They are being very helpful with publicising my novel: a dedicated website, a book trailer, arranging posters and book marks for a book launch I am arranging. So far my experience has been very positive. I would recommend this publisher. ”

## Gill Leggat

“

If Pegasus would be happy to go with me again, I would be over the moon. I would really love to be an author full time. But as somebody said to me, It's not a get rich quick scheme! But the enjoyment of forming a story and naming and shaping the characters gives me shivers down my spine. I currently have 7 outstanding novels and am just waiting for that call to say send us something else in!! Considering that I am an unknown author (so far), Pegasus have treated me so well and professionally, I don't think that I would look elsewhere. Many Thanks. ”

## N.P. Lumsdale





# Scary success for debut novelist

Michelle Hill, Book Editor



Love You are three of the most powerful words in the English language but what happens when they are not reciprocated or lack sincerity?

That's the premise of a new book written by up and coming author Jane Robson whose debut novel 'Three Little Words' is fast finding popularity among fans of the horror genre.

**FBI SCOTLAND**

A demon who feasts on the souls of the heartbroken and rejected makes for an unusual and exciting twist to the usual stories of unrequited love.

Set in the present day amid the sunshine and desert landscapes of California's Death Valley it's all a far cry from the normal routine of the 46-year-old grandmother of two from Dundee.

By day Jane runs a successful Quality, Health, Safety and Environmental Consultancy but by night she transforms into a mistress of the macabre as she lets her imagination run riot.

"I wanted to write a horror book that was a bit different. The words 'I love you' are usually associated with feelings of warmth and happiness but I decided to explore what might



# STAY IN TOUCH WITH US

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*Successfully publishing books  
for 20 years.*