



Production guide

Page 1

Our production process

Page 7

Cover design

Page 3

House styling

Page 9

Certificate

Page 4

Proofreading

Page 10

Cover blurb

Page 6

Track changes

Page 11

Author bio

Page 6

Amending

We look forward to bringing your book to life.
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.

Our production process

Creating a beautiful book that is of the highest quality can take time. We truly appreciate your patience during the production process of your publishing journey.

1 Forms

Once you have completed the production forms, your production coordinator will review the form and begin the production process for your book.

2 House styling

Your book will be sent for 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.

3 Proofreading

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. 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.

4 Amending

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.

5 Second proof

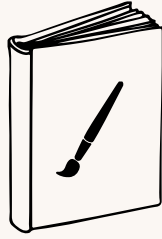
Once the first amendments stage has been completed, you will be sent a second proof. This will be the edited version of your manuscript. This is a chance for you to have a final read and to ensure any errors are removed/ corrected. You will also be asked to choose and finalise the back cover blurb and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

6 Second amending

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.

7 Finalise 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.



We will also work on the cover
alongside working on the inners.

1 Cover design

If you have chosen us to create the cover design, our talented designers will refer to your cover suggestion notes and start with creating the design. The cover options will be sent to you for review and feedback.

2 Edit and finalise

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

3 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.

4 Publication

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

See page 7 for detailed information about the cover design stage.
Although they say never judge a book by its cover, it is often not the case.
Your book cover will compete with many other books on the market, we want to ensure it is appealing and attracts the reader.

What is house styling?



When we receive your completed manuscript and the most up to date version of your manuscript as a Microsoft Word document, we will add it to the queue for house styling.

We receive manuscripts in many different formats and layouts.

The first step in the production process is to apply various format, layout, font and other rules to your manuscript, in essence to make it look like the inners of a book.

We also check briefly at this stage to make sure that chapter headings are consistent, and correct any glaring spelling errors that we spot. (Don't worry, we're not making any changes that you might disagree with at this stage. I'm referring to things like adding in an r that has been missed from the end of the word *mother*, for example.)

When the house styling has been completed, your manuscript will be added to the queue for proofreading.

All about proofreading



What happens during the proofread?

Your manuscript will be assigned to a proofreader for proofreading electronically, in Microsoft Word, using track changes (see page 6), so that you will be able to see all of the changes made and any suggestions/comments that the proofreader has added.

The proofreader will check:

1. Spelling – mistakes, inconsistencies in the language (for example if both UK and US English are used).
2. Grammar – ensuring that grammar rules are applied correctly, although a little flexibility is sometimes allowed for the writer's style. Some corrections are non-negotiable, others can be a question of style.
3. Punctuation – making sure that the correct punctuation is used in the correct place.
4. Vocabulary – querying when it seems that the wrong word might have been used, sometimes suggesting alternatives.
5. Sentence structure – advising/suggesting where sentence structure might be improved.
6. Names – checking that the spelling of characters' names is consistent. This would also apply to invented places etc.
7. Fact checking – making sure that historical dates and facts are correct.
8. Copyright – highlighting any potential copyright issues. Any material that is not created by the author might be subject to copyright law and therefore needs to be brought to our attention. (We ask you to do this when you complete the welcome pack, but our proofreader will check as well.)
9. Plot holes – pointing out any areas where the timeline might not be quite right, or noting details that might be contradicting something earlier in the manuscript.

In addition to marking corrections and suggestions on the manuscript, the proofreader will write an author report, summarising any changes made.

I've got my first proofs. What now?

First of all, read through the proofreader's report to get a sense of the corrections and suggestions that have been made.

Open the manuscript in Microsoft Word (or other word processing software such as Libre Office) and save it to your computer. It's important to do this because otherwise any changes you make might not be saved.

Click the 'enable' button, usually centre-top of the screen, so that you can edit the document.

Do not be put off by the number of corrections. Typos etc are common to all of our authors.

It's important to remember that we can only accept manuscripts where track changes has been used at all times. We need to be able to check all of the changes that you make to ensure that no errors have crept in. This happens often when changes are made to a document.

It's also vital that you do not accept or reject any of the changes that the proofreader has made. For any changes that you do not wish to accept, please create a separate list.

Read through the whole manuscript, adding any additional changes as appropriate. We would expect that most of your changes would be made in this first review stage.

Please respond to any comments that the proofreader has made, ideally by replying to the comments within the manuscript.

When your review is complete, please save the manuscript and return it to us.

I'm happy with the proofs. What now?

At this stage you may be happy to sign the final proof certificate with either no further changes or only a few changes to be made. The certificate can be signed and returned electronically, printed and then signed and scanned, or printed, signed and returned in hard copy.

I'm not ready to sign off yet – there are more changes to be made. What now?

Return the proofs to us as before. Your manuscript will be added to the amending queue once more and the amending/review process repeated.

What is track changes?



Track changes is a very useful review tool that we use in Word to keep all the changes in a manuscript visible. The proofreader will use it and we also ask you to use it as you review your proofs.

You can find a helpful video **here** from Microsoft, which explains how to use it.

Your manuscript will have track changes enabled when you receive it. You can check this by typing a word into the manuscript. It should be highlighted in a different colour to the main text and to any changes made by the proofreader. If you delete a word, it should show up in a similar way, either with a strikethrough highlight or in the margin of the manuscript.

What happens during ‘amending’?

After you have returned your manuscript to us, it will be added to the amending queue.

We will assign an amender who will check through the whole manuscript, making the necessary corrections and checking that further errors have not been added as changes were made during the proofreading and author review stage.

When the amendments have been completed, we will return the manuscript to you for further checking. Again, we ask you to work through the whole manuscript.

Remember, track changes must be on at all times if you make changes to the manuscript.

Cover design

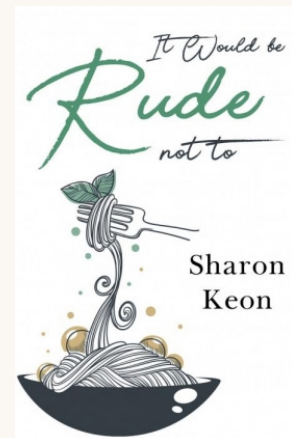
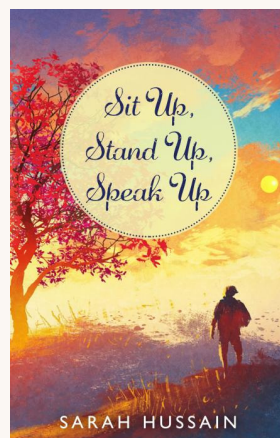
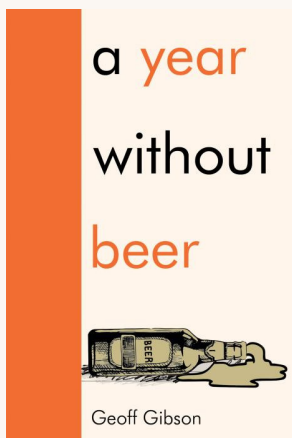
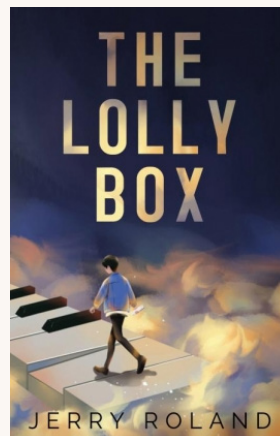
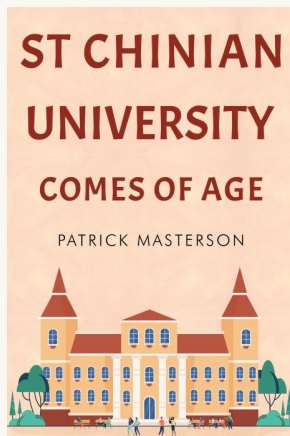
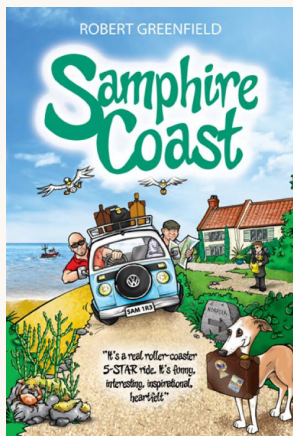
The cover design is a very exciting part of the production process and we'd like to reassure you that our design team are skilled professionals with the knowledge and experience to create the right cover for your book, with a little bit of information from you.

We use your cover suggestion form and cover blurb to prepare a brief for the designer. If your cover is being illustrated, we will send you the cover illustration for approval before we move on to the full cover design.

We will usually send you two to three cover designs. Before we send the cover designs to you, they are assessed and approved internally by our design and PR managers, to ensure that they meet our high design standards as well as being appropriate for your book, the genre and the market.

If you are happy to approve one of the designs, you should sign and return the cover proof certificate. The certificate can be signed and returned electronically, printed and then signed and scanned, or printed, signed and returned in hard copy.

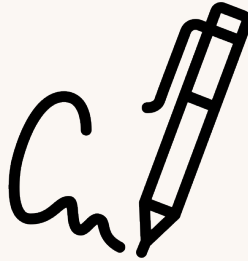
If you have suggested revisions for the cover design, we will pass them to the designer for consideration. We may then send a revised cover design to you for review and approval.



Useful information about the cover design

- ▷ The sole aim of the cover design is to sell the book.
- ▷ The cover designer brings experience, professionalism, skills, and knowledge of both the genre and the market. You are the writer – you have written the book. Most authors have lots of ideas and perhaps even envision what they think the cover should look like, but although it's your book and you know it inside out and better than anyone else, your skill is in the writing. Trust us! Let the designer use their expertise to design the cover – that's their job.
- ▷ Answer the questions as clearly and thoroughly as you can, but bear in mind that we are not asking you to describe/draw the cover image/design, or describe/draw a scene from the book.
- ▷ Simpler designs are usually the most effective, particularly when the design needs to be clearly visible and appealing in thumbnail size on a phone screen. Too much detail can look cluttered and busy, and is impossible to see in thumbnail size. (Most book sales are through smartphones.)
- ▷ Including reference covers/images can be helpful, as long as they are from the right genre (and sub-genre if appropriate, such as thriller for the main genre with political thriller as the sub-genre) and the right market position. Please do not include reference covers from self-published books, as these generally have a less professional design and are instantly recognizable as self-published, rather than published by a publishing house such as Pegasus.
- ▷ Remember, it's not about personal taste, although we will try to accommodate this as long as it fits with the genre etc. We want you to be happy with your cover design, but in this context 'happy' means that you have a cover that will fit the genre and the market and will help to sell your book. All of our design decisions will be made with this in mind.
- ▷ Family and friends are often keen to offer advice about the cover design. Unless they are professional book cover designers, this advice is often more about the person's personal taste than it is about the genre, the market etc.
- ▷ It can be very useful to look at the books currently for sale in your genre and consider how your book would sit next to them.

Signing the Certificate



I've signed the certificate. What's next?

When both your inners (manuscript) and cover have been signed off, and your final payments have been made, we will work through the final stage of production: preparing your book for printing.

This final stage usually takes three to four weeks. We then pass your book – and you – to our publicity team, who will take over from production. A few weeks after they receive your book, they will get in touch with you to advise you of your provisional publication date.

Cover blurb

How to write the perfect cover blurb?

1. What is the book about? What are the central themes and purpose?
2. Tease the reader with just enough information to intrigue but not so much that you give away the plot line, or enough of it that the reader can predict the rest.
3. Make every word count: choose words that vividly evoke the feeling and/or images in the book, and that reflect the language used in the book. Every word has a purpose in the cover blurb; don't waste any.
4. Grab the reader with the first sentence and grab them again with the last.
5. For fiction, present tense and third person writing works best. It's more immediate and helps to draw the reader in.
6. It should be no more than 150 words.
7. Don't include reviews or a description of the book itself. The cover blurb is about the story, not about the author or what others say about it.

Below is an example of a good cover blurb – conveying the tension, not too long, with intriguing hints of the story.

The Body is washed up on a Cornish beach, encased in a diamond-hard,
glass-smooth cocoon, perfectly preserved, with open, staring eyes.

The scientist must solve the mystery of Stone Man,
and the other victims of what he suspects is a
mutated *Pinna nobilis*, or king mussel.

The mythology of the ancient land of Lyonesse collides with Norse legend.

Time is running out, for the victims and perhaps even the human race.

Author bio

How to write a great author bio?

1. Write it in the the third person - she/he rather than I.
2. Don't get caught up in detail. Born in Dublin is enough. You don't need to include your date of birth or the hospital you were born in.
3. Focus briefly on career highlights, if you would like, for example: After studying engineering at York University, she worked as a structural engineer for forty years.
4. If writing is a long-held ambition, tell the reader.
5. Include your family status if you would like, for example: She is married with two children and three beautiful grandchildren.
6. Include your author website address, if you have one.
7. If you are having an author photo in your book, include the photographer credit if you wish.

Below are two good examples that show the diversity of bios that our authors write. Both are acceptable and suit the authors. In the first, the author's anonmyity (he uses a pen name) is protected. In the second, the author touches on her life history, highlights her writing and finishes with a lovely hint of her life in Italy.

Martin Morton lives mostly in the Adriatic on a boat.
Visit Martin Morton at www.martinmorton.co.uk

Orna O'Reilly grew up in Ireland and practiced interior design for many years, both at home and abroad. She moved to Italy in 2013 to begin writing full time.

Her award-winning blog, Orna O'Reilly: Travelling Italy, was begun while she was living close to Venice, from where she drew inspiration for her first work of fiction, *The Blonde in The Gondola*. Orna has been a contributing writer for magazines for several years and is now enjoying life among the olive groves of Puglia, in south eastern Italy, with her husband, Tom.

You can follow Orna's blog on www.ornaoreilly.com

Facebook: www.facebook.com/orna.oreilly

Twitter: www.twitter.com/OrnaOR



“There's nothing like a printed book;
the weight, the woody scent, the feel, the look.”

E.A. Bucchianeri

www.pegasuspublishers.com