



OUR PUBLISHING GUIDE

*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: formatting, 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. Your book is now ready to be printed. You will be passed to your publicist who will contact you with a provisional publication date.

4 Say hello to your publicist

You'll receive your complimentary copies. Your publicist will work with you in promoting the book, the book will be scheduled for pre-order. The book is listed with our distributors worldwide to ensure retailers can order copies when there is an interest. A range of marketing activities will take place to promote the book. We encourage authors to get more involved in marketing the book as this yields better success.

5 Book sales and royalties

The accounts team will send you a royalty statement twice yearly. 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.

1st 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.

2nd 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.



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 & PUBLICITY

The process of promoting a book is never complete. Our marketing team work on implementing the most relevant strategies for each title, utilising 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 our wholesaler for stock. They supply books to Waterstones, WHSmiths and other independent bookshops in Britain, Europe and the rest of the world. Please see page 7 for some of the distributors we work with.

Book reviews

We upload to Goodreads, a well-known and incredibly popular review website. Members of the public can review all the books they've read and add their reviews for others to read. Copies of the book can be sent to interested 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 utilise 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.

MEDIA PACKAGE

A bespoke strategy 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.

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.

Book videos



Our specially created book videos attract attention from users on YouTube and are also used for various advertising activities.

Book awards



If the book is relevant, it may be submitted for book awards.

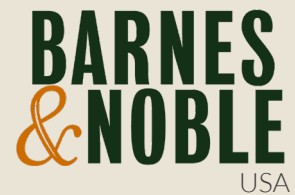
Marketing material



Expertly designed digital marketing material can be created and used for promotional and advertising activities by us and the author.

SELLING BOOKS

Books are sold through distributors, bookshops and various other outlets that we work with closely to ensure our titles are widely available across the world. We continuously work on exploring new markets to promote our books.

The logo for WHSmith, featuring the text "WHSmith" in a blue serif font.The logo for amazon.com, featuring the word "amazon" in black with an orange arrow underneath, followed by ".com" in black.The logo for Barnes & Noble USA, featuring the words "BARNES & NOBLE" in a bold, dark green serif font, with "USA" in a smaller font below "NOBLE".The logo for amazonkindle, featuring the word "amazon" in black with an orange arrow underneath, followed by "kindle" in orange.The logo for amazon.co.uk, featuring the word "amazon" in black with an orange arrow underneath, followed by ".co.uk" in black.The logo for Book Depository, featuring a blue icon of an open book next to the text "Book Depository" in a dark blue sans-serif font.The logo for audible, featuring the word "audible" in a black sans-serif font next to an orange icon of an open book.The logo for amazon.in, featuring the word "amazon" in black with an orange arrow underneath, followed by ".in" in black.The logo for Telegraph | bookshop, featuring the text "Telegraph | bookshop" in white on a purple rectangular background.The logo for Gardners, featuring a blue and red icon of a stylized 'G' next to the word "Gardners" in a blue sans-serif font.The logo for amazon AUSTRALIA eBook, featuring an orange silhouette of a kangaroo next to the word "amazon" in black, with "AUSTRALIA eBook" in a smaller font below.The logo for goodreads, featuring the word "goodreads" in a dark green sans-serif font.

WORLD WIDE DISTRIBUTION

We work with several distributors 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 with a registered trademark symbol.

We work with Ingram – one of the leading distributors and printers in the world – the family owned business started over fifty years ago, and since then have taken 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 and red "GB" icon followed by the word "Gardners" in a blue, italicized, 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

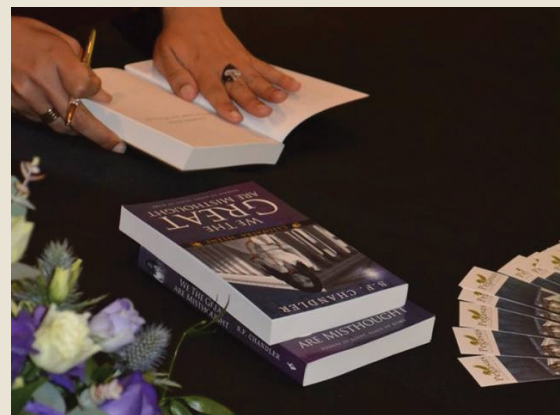
Participating in promotional activities such as book signings, interviews and talks.

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

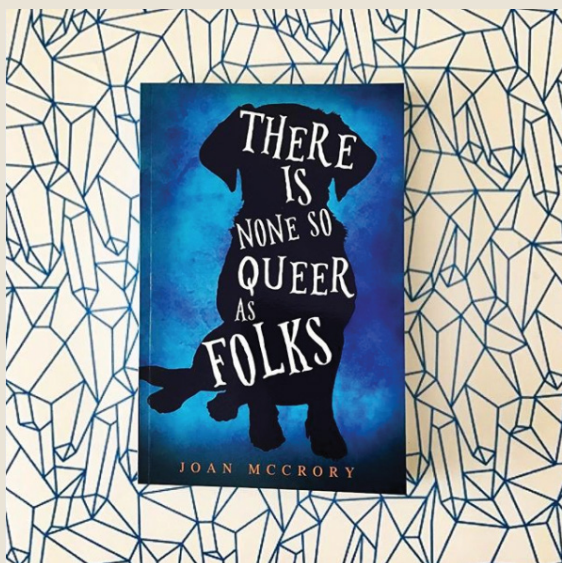
Each title is stocked in our dedicated warehouse.

Book sales

We 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.



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

“

Pegasus have been great, they have really taken my hand and led me through the whole publishing process. It didn't stop there; the publicity department then took the reins and have done their utmost to promote my work in the media. The most perfectly written book would never be read if it wasn't for focused efforts to publicise it.”

John T Leonard

“

Pegasus are professional and diligent. Their teams know what they are doing.”

Eric Grounds

“

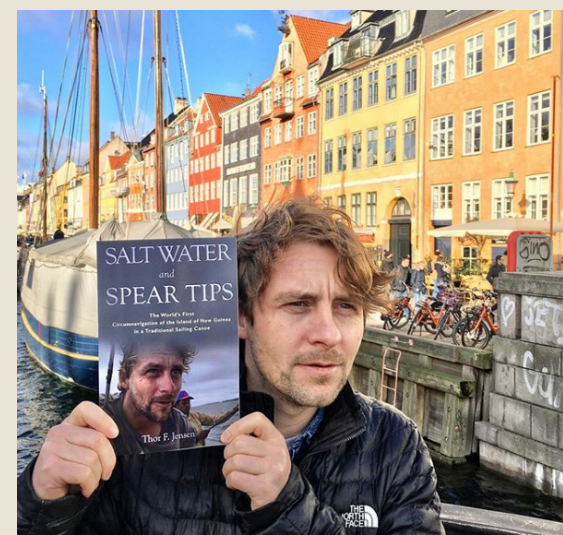
I have enjoyed the whole experience of publishing with Pegasus. Everyone is professional, approachable and extremely efficient. Their response to any question is almost immediate. I have felt supported throughout the whole process.”

Fred Schreuder

“

Everyone that I've dealt with has been friendly, helpful and prepared to do what I've asked. I've been a real stickler for getting things right; Pegasus has supported me in that ambition.”

Meredith Vivian



“ Pegasus have been a delight to work with, everything moved like clockwork. They have been able to bring my book to life and get it into places I could have only dreamed about. ”

Maddison Amy Burford

“ Pegasus has made my dream of becoming a published author come true. The whole process from being offered a contract, though the editing, production and publicity phases has been wonderful. All of the information was useful, and questions answered promptly. A really professional service and I look forward to more years of excellent cooperation. ”

Nick B. Ponter

“ The care Pegasus have taken over The Sound of Your Soul is fantastic and it's so lovely to collaborate on something that is so close to my heart. ”

Anna Cookson

“ Amazing. They are a wonderful company and everyone was very helpful answering questions and concerns that arose throughout the process. ”

Anne Nelson





Scary success for debut novelist

Mesquite Flat Sand Dunes



I 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.

P74 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 landscape 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

Pegasus Elliot Mackenzie Publishers Ltd.
Sheraton House
Castle Park
Cambridge
CB3 0AX
United Kingdom

Tel: 01223 370012

E-mail: editors@pegasuspublishers.com

www.pegasuspublishers.com



*Successfully publishing books
for 20 years.*