

Business books

When writing a business book, this is how the publishing process works. Broken into three phases these are general headline tasks, each project will follow this path and a specific project plan will need to be created for your book.

1. Pre-production

Goal setting (what is the book going to do for author/reader)

Identify your target market and the benefits of reading your business advice

Look size and page extents

Production of sample spreads

Cover image sourcing

Illustration sourcing: Identify the best way of representing content - text/table/illustration/photo/pull-out tables. Commission these and do not rely on export from Excel etc as they do not print well. Look at current infographics for inspiration

Commission photography (at least a good author shot)

Plan the entire book and breakdown the content into sections, make a story book if this helps

Chose an editor and designer – preferably with experience/expertise in field

Writer, art director, editor and designer should collaborate throughout to make the content as good as possible

2. Design layout

Working up the sections as written - tying in with the storyboard. Allow time for creation of diagrams and charts and checking

Referring to storyboard and adjusting as the content demands - both within the initial page extent - or extending as necessary

Liaise with printer to work out economic working of pages
4pp/8pp/16pp sections

First section written

Picture selection and checking

Initial section layout - to be reviewed by editor. This is where decisions about fonts are made - it is good to have a look at books who are your direct competitors. This is one of the decisions that really helps position your book in the right market, and you should discuss this with your designer

Second section to be designed while second section reviewed

This cycle to continue until complete

Amends/Proofreading - final amends this is also when you get the indexing done, using a specialist indexer

Prep of files for production

3. Print production

Specify print and binding

Identify special editions (as necessary). It is often a possibility to do editions for specific businesses to tie in with courses/workshops. There are ways of making these editions with minimal changes to your consumer edition. This means it drives your cost per book down which improves your profitability

High res pdfs to pre-press

Digital online proofs. Request for digital output proofs if needed

Files to ebook converters as needed

Ebook files - epub and mobi for iBookstore and Amazon and these will also work for Barnes and Nobel and Sony book store

Ebook file checking. NB if you are using diagrams talk to your ebook coders about formats

Paper edition sign off

Print - check on press if needed

Ebooks to distribute - once distributed available in the online stores between 2 - 7 days

Books delivered