big
publishing
IDEAS guides

fiction books

When writing a novel, 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.

Getting you idea

Read, read and then read some more. Analyse how your favourite authors tell their stories.

1. Pre-production

Who are your readers?

Write first draft that you are happy for people to read.

Consider using a good story evaluator/editor to make sure that the story on paper truly reflects the story in your head.

Discuss and review your editor's comments, take in what you are happy with and work with your editor until you have arrived at a draft that you are both happy with. You are ready for the production process.

2. Design layout

Cover design - get this done as soon as you can - even before you have the final manuscript. It is the centre-piece of you marketing.

Typesetting - an essential for good looking paper editions and a good idea for preping your ebook.

Proofreading - get a really, really good proofreader; nothing upsets readers more than errors in a book - too many and people will never want to read another book of yours.

Take in changes from the proofreader. You need to check the proofs at every stage of the print process.

Creation of print ready pdfs.

3. Print production

Specify print and binding.

Identify special editions (as necessary).

High res pdfs to pre-press.

Digital online proofs.

Request for digital output cover proofs if needed.

Files to ebook converters as needed.

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

Ebooks to distribute - once uploaded these are available in the online stores between 2 - 7 working days later.

Printed books delivered.

Interesting fact

Indie authors who employ professional editors and cover designers improve their sales by an average of 34%. Professional cover design alone raises sales by an average of 18%. You need to check the cost of these services against you cost per copy of printing.

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