

20 QUESTIONS TO ASK A POTENTIAL PUBLISHING PARTNER

There are many potential publishing partners out there - here's a helpful checklist to help you decide which one's right for you.

1. How much experience of publishing do you have?
2. What do your authors say about you?
3. Exactly what is included in the fee you quote?
4. What extras are available and at what price?
5. What's the schedule for payment of the publishing fee?
6. What level of editorial support do you provide as standard?
7. What will I pay to buy copies of my own book?
8. Will you charge me for warehousing costs?
9. Can you get my book into bookshops and libraries (ie do you keep stock in a warehouse and have a rep team actively selling to booksellers and librarians)?
10. Can you get my book into business schools and university libraries (ie do you have a campus rep team and inspection copy programme for academics and lecturers)?
11. Will you distribute my book internationally?
12. Will you create ebooks, and if so what channels will you sell them through?
13. Can I sell copies of my book directly and retain all the revenues?
14. What royalty do I receive on publisher sales, and how often do you pay?
15. What will you do to market my book?
16. What's your timeline for publication?
17. Do you actively sell translation rights on my behalf?
18. Do I retain copyright in my work?
19. Do you comply with standard bibliographic practice, including supplying metadata to Nielsen/Bowker and supplying copies to copyright libraries?
20. Can I request bespoke print-runs of my book, eg branded for corporate clients?

See next page for a comparison tool...

COMPARISON TOOL

Use this page to compare your publishing options



comparison

How much experience of publishing do you have?	25+ years as an editor and publisher, plus experience of bookselling and writing	
What do your authors say about you?	See www.alisonjones.com/they-say	
Exactly what is included in the fee you quote?	Editorial/strategic coaching, cover/page design, development editing, copy-editing, typesetting, proof-reading, distribution & repping/sales, marketing, rights sales, 100 author copies (see alisonjones.com/publishing)	
What extras are available, and at what price?	Audio book (from £2K), bespoke PR package (£2K), writing coach/illustrators, launch party (by arrangement)	
What's the schedule for payment of the publishing fee?	50% on signature, 25% on delivery of manuscript, 25% on publication - a fair balance of risk	
What level of editorial support do you provide as standard?	4 hours of business book coaching, development editor manuscript review, full copy-editing and proofreading, indexing for titles with academic potential.	
What will I pay to buy copies of my own book?	At cost - manufacturing/shipping + 15% handling fee	
Do you charge me warehousing costs?	No - we print and warehouse books at our expense	
Can you get my book into bookshops and libraries?	Yes, our books are warehoused globally and we have trade rep teams in UK/Ireland, Europe, North America and Australia/New Zealand	
Can you get my book into universities and business schools?	Yes, we have a campus rep team in the UK and Ireland and an inspection copy service for lecturers globally	
Do you distribute internationally?	Yes, we distribute to all territories worldwide	
Will you create ebooks, and if so what channels will you sell them through?	Yes, we distribute to 30+ retail and library ebook channels worldwide, including Kindle, Nook, Kobo, Google, Apple, Overdrive, Scribd, ProQuest etc	
Can I sell copies of my book directly and retain all the revenues?	Yes, you own outright all copies of the book that you purchase from us, as well as the 100 copies you receive as part of the package	
What royalty do I receive on publisher sales, and when do you pay?	75% net receipts royalty on all sales we make on your behalf, paid quarterly	
What will you do to market my book actively?	Full marketing plan for each book, inc reps' briefing, pitching for press reviews/features, approach to bloggers/podcasters, NetGalley/Edelweiss, social media campaigns	
What's your timeline for publication?	6 months after delivery of final manuscript	
Do you proactively sell translation rights on my behalf?	Yes, we have a dedicated and experienced rights team actively selling translation rights	
Do I retain copyright in my work?	Yes, and the unfettered right to use your IP in other ways	
Do you comply with industry standard bibliographic practice, inc supplying metadata to Nielsen/Bowker and supplying copies to copyright libraries?	Yes to all: we hold the top industry award - BIC Excellence Plus with ONIX 3.0 - for our timely, accurate and complete book metadata	
Can I request bespoke print-runs of my book, eg branded for clients?	Yes, at cost + 15%	

Want to talk about publishing with us? Email info@practicalinspiration.com

www.alisonjones.com/publishing

