

MANUSCRIPT REVIEW

STAGE ONE

- Manuscript reviewed by our team.
- Feedback and publishing estimate sent to you.
- Publishing order signed and deposit paid.
- Optional copy-edit and time for revisions.

Allow 1-3 weeks

PROOF READ

STAGE TWO

- Professional proofread recommended.
- Manuscript checked and text prepared for publication.
- Introduction to your publishing assistant.
- **TYPESETTING** and first interior proof.

Allow 2-4 weeks

TYPESETTING is both an art and a science involving the choice of font, size, page layout and space leading. This stage requires meticulous attention to detail.

Cover design

Stage Three

- Cover design and first cover proof.
- Small amendments and final proofs of cover and interior.
- Team works towards final proofs.

Allow 1-4 weeks

The SilverWood Books design team will work with you to create a professional, credible and mainstream-quality **book cover** that sits well in the current marketplace.

On-going for the foreseeable future

marketing strategy

stage four

- Marketing discussed.
- Promotional materials created.
- Book data sent out to book trade.
- **You begin marketing!**

Creating a **marketing strategy** involves identifying your target reader and deciding how you will reach them.

FINAL PROOF CHECKING

STAGE FIVE

- Check page proofs.
- Finalise cover design with correct spine width.
- Check cover proof.
- Book signed off for publication.

Allow up to a week

Preparation For Print

Stage Six

- POD or bulk printing?
- Specify choice of paper and cover finish.
- Rigorous last checks – errors later can be expensive.
- Confirm size of print run.

Allow 4-10 days

PUBLICATION

STAGE SEVEN

- Print management.
- Publishing team check and approve printer's proof.
- Nielsen Bookdata updated with publication date.
- **Allow extra time for first print run.**

Timescale depends on printing method

B&W **POD** (Print on demand) can be as quick as 3-5 days **Bulk Printing** up to 4-5 weeks

eBook formatting

Stage Eight

- Hand format and convert to epub and mobi.
- Create file types for a wide range of e-reading devices.
- Timescale depends on complexity and interactive elements.

Allow 4-10 days

BOOK LAUNCH

STAGE NINE

- Delivery of print copies and trade distribution.
- Publication day activities.
- **Author's Ongoing Marketing.** SilverWood support available.

Please note: There will usually be some overlap with each stage.