

# Your Publishing Journey with SilverWood

<p>Stage 1</p> <p><i>Manuscript review</i></p>	<ul style="list-style-type: none"> <li>• Manuscript reviewed by our team.</li> <li>• Free Discovery Call to talk about your book.</li> <li>• Publishing estimate sent to you.</li> <li>• Publishing order signed and deposit requested.</li> </ul>	<p><i>Allow up to 3 weeks</i></p>
<p>Stage 2</p> <p><i>Copy-edit and proofread</i></p>	<ul style="list-style-type: none"> <li>• Optional copy-edit and time for your revisions.</li> <li>• Professional proofread recommended.</li> <li>• Manuscript checked and text prepared for publication.</li> </ul>	<p><i>Approx 4 weeks</i></p>
<p>Stage 3</p> <p><i>Typesetting</i></p>	<ul style="list-style-type: none"> <li>• Introduction to your dedicated publishing assistant.</li> <li>• Discuss details such as cover design, retail price, of the book and your aimed-for publication date.</li> <li>• Page layout, typesetting and first interior proof.</li> </ul>	<p><i>Allow up to 4 weeks</i></p>
<p>Stage 4</p> <p><i>Cover design</i></p>	<ul style="list-style-type: none"> <li>• Finalise cover design questionnaire.</li> <li>• Cover design and first cover proof.</li> <li>• Small amendments and final proofs of cover and interior.</li> <li>• Information about marketing services.</li> </ul>	<p><i>Up to 4 weeks</i></p>
<p>Stage 5</p> <p><i>Marketing strategy</i></p>	<ul style="list-style-type: none"> <li>• Opportunity to discuss your marketing plans.</li> <li>• Promotional materials created.</li> <li>• Book data sent to the book trade.</li> <li>• You begin pre-launch marketing!</li> </ul>	<p><i>Timescale can vary</i></p>
<p>Stage 6</p> <p><i>Final proof checking</i></p>	<ul style="list-style-type: none"> <li>• Thorough check of page proofs.</li> <li>• Finalise cover design with correct spine width.</li> <li>• Final check of cover proof.</li> <li>• Book signed off for publication.</li> </ul>	<p><i>Allow 1-2 weeks</i></p>
<p>Stage 7</p> <p><i>Preparation for print</i></p>	<ul style="list-style-type: none"> <li>• Discuss and decide cover finish – matte or gloss.</li> <li>• Confirm size of print run.</li> <li>• Final files prepared for POD or bulk printing.</li> <li>• SilverWood final pre-print checks.</li> </ul>	<p><i>Up to 10 days</i></p>
<p>Stage 8</p> <p><i>Printing and publication</i></p>	<ul style="list-style-type: none"> <li>• Cover and interior submitted for print.</li> <li>• Allow extra time for the first print run.</li> <li>• B&amp;W POD can sometimes be as quick as a week; bulk printing may take 4-5 weeks.</li> </ul>	<p><i>Timescale depends on printing method</i></p>
<p>Stage 9</p> <p><i>Ebook formatting</i></p>	<ul style="list-style-type: none"> <li>• Hand format ebook and convert to epub and mobi.</li> <li>• Files checked on e-reading devices.</li> <li>• Timescale depends on complexity of your ebook and any interactive elements.</li> </ul>	<p><i>Allow approx 10 days</i></p>
<p>Stage 10</p> <p><i>Book launch</i></p>	<ul style="list-style-type: none"> <li>• Delivery of print copies to you for your launch.</li> <li>• Publication day activities.</li> <li>• Your marketing goes up a gear – SilverWood book promotion services also available.</li> </ul>	<p><i>Ongoing</i></p>

*Please note: there will usually be some overlap with each stage*