PROCESS IN DEPTH

EMERALD
BOOKS

Emerald Books

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Rates for publication packages for Emerald Books.

Full rates and detailed descriptions of services can be found here:

https://emerald-books.com/writing-editing-and-design-services-for-authors/

About us

We are a full-service publisher, and we offer editing, book design, cover design, marketing support, and publishing of paperbacks, hardcovers, and ebooks.

We offer editing in many tiers, as well as three all-inclusive book design/marketing support packages.

In general, the larger packages provide other formats of the book, more substantive royalties, and better marketing. Much of the price increase is used on advertising such as paid reviews. None of the packages guarantee sales. Each package has a "philosophy"

Philosophy of each package:

Author Directed: "I just want a published book."

Publisher Partnership: "I want a published book and I want to try marketing."

Bookseller Pro: "I want to publish and do everything I can to sell books and connect with readers."

Editing

Editing is a necessity for any book.

Editing is assessed separately from the design packages. Editing is calculated via a per word rate. This rate corresponds to standards of the Editorial Freelance Association. The cost of editing is calculated from the manuscript word count. For this reason, new writing inserted during the editing process is subject to an additional fee.

Depending on the stage of your writing, you may want a restructure, a fact check, or an analysis. These are all developmental edits.

To smooth out writing, check grammar and word choice, line editing is required.

Proofreading is the final process before publication, and ensures a manuscript is without error. Every manuscript should have all of three of these processes. We specifically shape our editing process to meet the needs of the manuscript. Editing should never be skipped. We examine each manuscript and determine what kind of editing it needs. We reserve the right to refuse publication services for manuscripts that haven't been sufficiently edited.

Our editing is by the word—developmental is 3.5 cents per word; copyediting is 3 cents per word; proofreading is 2.5 cents per word. These rates can be combined. Any two processes are 5 cents per word. All 3 processes are 7 cents per word.

Meetings

Required meetings are part of the writing and editing process. Meetings are conducted over Zoom or Google meet. We do not meet outside of our scheduled process without notice.

Editing Meetings

Initial	Discuss the editing plan. Decide which software to use and make sure editor and writer understand how to comment and see corrections. Understand how to accept corrections.
mid-way	check in on the editing process. go over any structural problems in the writing. Make sure files are shared and received correctly. adjust editing plan if necessary.
Final (Delivery)	Presentation of the final edited manuscript. Two files are created, one retaining all changes and comments and one with all changes accepted and all comments deleted to be sent to design. The final manuscript needs to be certified at this point, either during the meeting or directly afterward. There are no line edits or content changes in the design phase.

Design Meetings

==Note that the design process doesn't include any editorial changes.== If a manuscript needs correction or re-working, it isn't ready to be designed and should stay in editing.

Initial	For this meeting, the author should have at least three book covers they like. Author and designer discuss the covers and brainstorm cover ideas. We can also talk about the internal style of the book and the size of the book. If the design discussion is complex, we will develop a design brief to guide the project.
mid-way	one to three chapters are fully designed. The cover is "sketched" digitally to show at least two different unfinished directions. In this meeting, we discuss options and choose the best direction.
Final (Delivery)	The book is fully designed. The interior design and cover are complete and ready for publication. The finished files are presented in a meeting and the author and designer look over them together. There is opportunity to make minor changes, but not for significant editing and rewriting.

Additional meetings

The editing and design processes use these structured meetings and additional meetings can slow down the timetable, especially if they are unplanned. Please start by emailing any questions or clarifications and we are usually able to respond right away. In order to meet our editing deadlines, we don't have time for additional meetings or phone calls unless they are scheduled well in advance. We are on Pacific Standard Time and can never answer the phone before 9 am. The best way to make sure an editing or design project stays on track is to prepare questions for the structured meetings, when we have the opportunity to fully present our editing and design work. Unplanned meetings almost always slow down our processes, and adding new writing or new ideas midway through can significantly delay a project as well as introduce errors.

Required software and computer proficiency

Creating a book requires baseline computer proficiency. Authors must be proficient in a word processing program that can track changes and includes commenting. We use Word, Pages, and Google Docs for this purpose. Pages can be unreliable with large files so if using Pages, we may break the manuscript into three or more parts. All authors must have a working, modern computer and be able to control a word processing program of their choice. All cover design and interior design are shared through PDF. All authors must be able to use adobe acrobat and view a PDF. We can't work without these basics and no alternatives are possible. We can offer a brief training session for authors that have never used track changes and comments before. **We do not go over individual edits via email or phone call.** An edited manuscript can have hundreds of edits per page and discussing individual edits via phone or email is simply not functional. We reserve the right to terminate any project without issuing a refund if an author cannot or will not use the correct software or is unable or unwilling to view the files we create. We have expertise in every available word-processing software and offer succinct training in how to edit and comment, but functional control of word-processing and pdf viewer software is necessary to any writing or publication process.

Schedule:

We use a production calendar called a Tipsheet. We create a Tipsheet as the first step in every project. The Tipsheet is a chart that lists all the project deadlines as well as who will be fulfilling the deadline. There are elements that the author is responsible for, especially during editing. Any missed deadlines will adjust the entire production schedule. For example, returning an edited manuscript two weeks after the date listed on the schedule will push back the final publication by two weeks as well. We are well-organized and timely with every project, but every project requires flexibility. For this reason, the Tipsheet serves as a timeline estimate and often needs to be adjusted. In general, when we receive a complete certified manuscript with no more editorial changes, the complete production timeline is no more than a month and it is usually around two weeks. Out-of-order changes (such as post-layout editorial additions) will always extend or delay the timeline.

Marketing

Over the years we've discovered things that work and things that don't work, so we formed these packages around our experience.

Marketing strategies can be especially flexible. Some authors are proficient in social media, and this can become the center of their marketing. Some authors would rather not use social media, and so reviews and ads can become the center of their marketing campaign. If an author is having trouble choosing between the packages, it is best to start with the Author-Directed package and add other versions of the book and marketing strategies along the way.

Flexibility:

The packages have clear value that can be readily calculated. For instance, every book review costs a certain amount. We tailor our services to individual authors, so we add flexibility to our packages. An example might be if an author has a professionally edited and designed book interior but would like a new cover that better matches their genre.

Since that means an interior design isn't necessary, we could work with the Publisher Partnership option but add the hardcover format and purchase two reviews in different magazines for the book instead of one. If an author would like to focus on ebook distribution and send their ebook to all distribution services, such as apple, kobo, and google books, we could adapt a package to fulfill this (we don't normally do this since kindle-exclusive ebooks reach a larger market). An author that doesn't use social media might prefer to use the entire marketing effort on reviews. Our business is based on understanding individual authors and doing what is best for each book and author involved. Although each package has a checklist, these can be easily adapted for individual needs. We don't discount packages, but we are open to substituting services listed to represent the same value. Any substitutions made should be clearly communicated. We don't discount packages or add value to them without making significant changes, since there are set costs we can't change.

Reviews:

There are two types of reviews, promotional reviews and professional reviews. The video review included in the Pro Package is a promotional review designed to be shared to increase sales. We create this review on your behalf. It isn't critical, it is a short review designed to sell the book. A professional review has no guaranteed outcome. We submit the book to Kirkus or Foreword reviews

and pay a set fee for a professional review. There is no guarantee of a good review, but if an author's book gets a bad review we have the option to "kill" the review. A killed review doesn't generate a refund. A good review in Kirkus or Foreword almost always leads to more interest in a book and an increase in sales, even a three-star review can generate significant sales. It isn't often that a reviewer gives a book five stars, which might mean the book is "perfect" in the reviewer's eyes.

Reviews are delicate and should be handled with care. For that reason, we reserve the right to control what we send for review. If an author insists they don't need an editor and the book is ready to be published, we are happy to help with that process but we might insist that the author only use the Author-Directed package, since we can't guess at the outcome of a review if we haven't had a hand in improving the book itself. In short, a professional review entails some risk and the best way to navigate that risk is to put more energy into the writing and editing process. There is no way to buy a positive professional review; there are no shortcuts.

The video reviews we create for the Pro package are purely promotional. We work closely with every client and we help authors decide if they feel ready for a professional review. We can create a game plan suggesting improvements for a book before it goes to review. We want every package to harmonize with an author's goals for their project, and we reserve the right to say, "This book isn't ready to be reviewed in its current state without further editing and another draft." Sending a book to be reviewed before it's ready is always a bad idea, while rewriting an existing manuscript is always a good idea and will always improve the writing.

Review substitution:

If we decide a book isn't ready for a professional review (for the reasons above), we will find an equivalent value substitution for the review. Most commonly, we will substitute a promotional review for a professional review. This means that we create a video review of the book to help with sales. We reserve the right to decide if a book is ready for professional review. In the partnership package, we may substitute the professional review for a promotional review. We might decide, because of the circumstances of the project, that we will only use the Author-Directed package. **We will not send a book for a professional review if we feel it isn't ready.**

Outcomes:

We don't guarantee sales with any of our marketing processes. Our processes in production and marketing form a great foundation for success, but there is no guaranteed outcome.

The Author-Directed package is the simplest way to finish a book.

The result of the Author-Directed package is a paperback book with a professionally designed interior and custom cover art. It appears on Amazon under the appropriate category. Authors have the opportunity to review the interior design and work closely with the designer on the cover artwork from start to finish.

Production

Paperback format printed through Amazon.

Marketing

The Author-Directed package includes a consultation with our book marketing expert, but it includes no other marketing services. Additional marketing services can be added if desired.

Revenue

The author gets 70% of revenue generated from every sale online. Note that this calculation isn't from the cover price, it is from the net profit. A twenty-dollar book might cost twelve dollars to produce and distribute, meaning the net profit would be eight dollars. In general this is a much more profitable model for authors, since authors earn the majority of the profits instead of publishers.

Author Copies

The author receives three copies free of charge.

Publisher Partnership

Structured success
from $3,625

*subject to editorial review

- custom formatted and designed book interior
- custom cover design
- independent ISBN
- ebook
- Coaching sessions with a seasoned marketing professional
- Strategic marketing plan
- 80% of revenue
- a professional book review
- 10 author copies sent to you
- Author profile on Emerald Books website

The Publisher Partnership package includes more formats and a marketing framework.

The Publisher Partnership package includes ebook production. Ebooks have the highest profit margin of any format. This package includes a strategic marketing plan and a professional review. It also includes a web page on our business website that can be used to deliver advanced reader copies or as a place to blog. Authors who choose this package should be conversant with social media and have some intermediary digital skills, such as creating and managing a facebook page and other digital media.

Production

Paperback format printed through Amazon.
ebook format through Amazon kindle.

Marketing

The Publisher Partnership includes development of a strategic marketing plan for the book.

Reviews

The book is sent for a professional review in Kirkus or Foreword. This is per editorial discretion and a promotional review may be substituted.

Author Webpage

An author profile page is created on emerald-books.com. This page can be used in many ways. It can be a place for the author to blog. A form can be created to give away free copies of the epub for reviews. A subscription sign up can be created for an email service.

Revenue

The author gets 80% of revenue generated from every sale online. Note that this calculation isn't from the cover price, it is from the net profit. A twenty-dollar book might cost twelve dollars to produce and distribute, meaning the net profit would be eight dollars. In general this is a much more profitable model for authors, since authors earn the majority of the profits instead of publishers.

Author Copies

The author receives ten copies free of charge.

Bookseller Pro

Marketing Momentum

from $5,850

*subject to editorial review
*advertising campaigns vary in price

- custom formatted and designed book interior
- custom cover design
- independent ISBN
- ebook
- hardcover
- Thorough coaching sessions and advanced marketing plan
- 85% of revenue
- a professional book review
- 10 author copies sent to you
- Author page on Emerald Books
- a video review of your book sent out on Emerald social media

The Bookseller Pro package positions your book to succeed.

The Bookseller Pro package ensures your book is available everywhere, both on Amazon and to brick and mortar bookstores. It includes all formats of the book. Distribution is through Amazon and a company called Ingram, which serves bookstores. It includes a professional review and a promotional review. It includes an advanced marketing plan, which requires managing digital profiles on sites like goodreads. It includes an author page on Emerald Books. It includes a listing on Edelweiss, the online catalog for bookstores. Authors receive a greater share of revenue, 10 copies of their book and one copy of their hardcover. The Bookseller Pro package utilizes every strategy for success and every promotional tool to reach readers.

Production

Paperback format printed through Amazon.

ebook format through Amazon kindle.

Hardcover format through Amazon.

Paperback format (uses the same ISBN) printed through Ingram.

Marketing

The Publisher Partnership includes thorough coaching sessions and an advanced marketing plan with a seasoned professional.

Reviews

The book is sent for a professional review in Kirkus or Foreword.
We create a video promotional review for use on social media and elsewhere.

Author Webpage

An author profile page is created on emerald-books.com. This page can be used in many ways. It can be a place for the author to blog. A form can be created to give away free copies of the epub for reviews. A subscription sign up can be created for an email service.

Revenue

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Author Copies

The author receives ten copies of the paperback and one copy of the hardback free of charge.