



SELF

PUBLISHING
HOUSE

from Fernhurst Books

MAKE YOUR DREAM BOOK A REALITY

ABOUT PUBLISHING

TRADITIONAL PUBLISHING

The traditional model for book publishing is that the publisher covers the cost of commissioning, editing, designing, typesetting, printing, marketing, sales and distribution of the book, and looks to cover these costs and make a profit from the resulting book sales.

While this works well for lucrative, high-selling titles, many potential authors get rejected because the publisher is not prepared to take the risk of all the up-front costs without reasonable certainty of a return. Also, some authors are simply not looking for this kind of arrangement, or expecting huge sales; instead wanting to create a book for their friends and family or for personal satisfaction.

SELF-PUBLISHING

This is where Fernhurst Books' self-publishing service, **Self Publishing House**, comes in. Harnessing all of our experience as a publisher of over 140 titles, **we are able to help authors self-publish high quality books and eBooks for personal use and to sell.** What's more, we help authors to earn money from sales of their book, typically at a much higher rate than within the traditional publishing model.



ABOUT US



FERNHURST BOOKS

Fernhurst Books is an independent UK-based publisher with over forty years' experience. We commission and publish a range of book formats including straight narrative, highly illustrated how-to guides and coffee table / gift books.

SELF PUBLISHING HOUSE

A division of Fernhurst Books specialising in helping authors self-publish high quality books and eBooks. Self Publishing House guides authors through the publishing process with a range of services, including:

- ➔ **EDITORIAL** Full edit; Proof reading
- ➔ **BOOK DESIGN** Typesetting; Layout design; Cover design; eBook conversion
- ➔ **ADMINISTRATION**.. Sourcing ISBNs; Generating barcodes
- ➔ **PRINTING** Traditional (litho / offset) printing; Digital printing; Print-on-demand
- ➔ **DISTRIBUTION** Metadata; Setting up on worldwide distribution platform
- ➔ **MARKETING** Media relations; Facebook marketing

OUR SERVICES

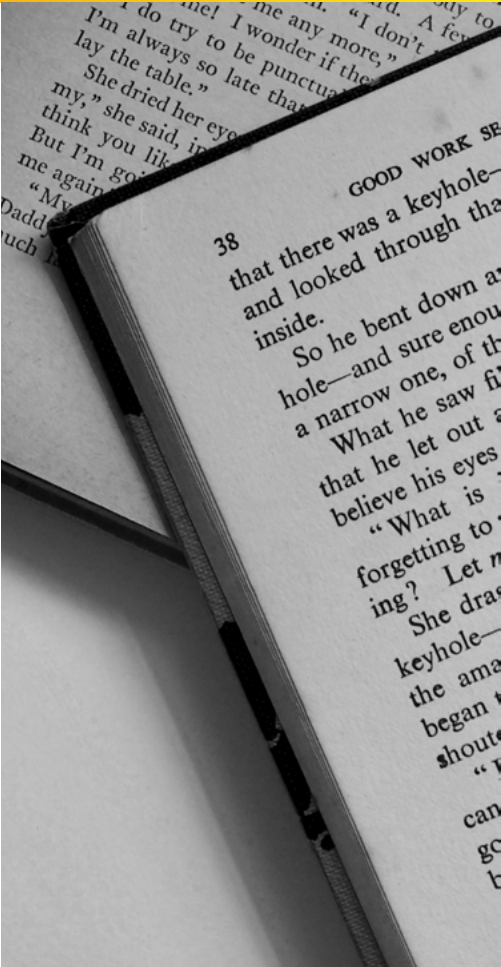
EDITORIAL

Working on the text to spot and correct errors, increase consistency, and improve flow and readability.

Full edit..... Proof reading plus a thorough review concentrating on consistency, flow and readability.

Proof reading..... Identifying and correcting typos and any errors in spelling and grammar.

Book type	Illustrated	Narrative
Full edit (includes proof reading)	From £500	From £1,200
Proof reading	From £250	From £600



OUR SERVICES

BOOK DESIGN

Transforming a finished manuscript into a properly formatted book, ready for printing, print-on-demand and/or conversion to an eBook.

Typesetting Setting the text for a word-processed narrative manuscript into a properly formatted book layout.

Layout design Creating a design for and typesetting illustrated books.

Cover design Designing the front and back covers and spine, formatted for the size and length of book.

eBook conversion... Converting the formatted book into a digital file for e-readers.

Book type	Illustrated	Narrative
Typesetting / Layout design	From £850	From £350
Cover design	From £350	From £350
eBook conversion	From £125	From £125

OUR SERVICES

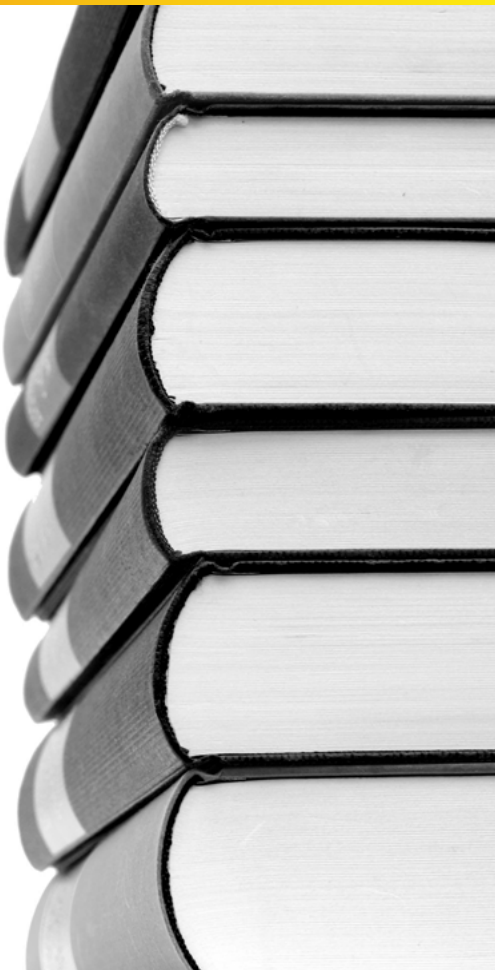
ADMINISTRATION

If you are looking to sell and distribute your book through any channel apart from yourself, you will need an ISBN. If you want your book to be available to buy as a printed item (i.e. not just as an eBook), the cover is also required to have a barcode on it.

ISBN A unique 13-digit number allocated per book format (i.e. paperback, hardback, eBook).

Barcode A scannable image linked to the printed book's ISBN.

ISBN	£25 per ISBN
Barcode	Included for free when purchasing ISBN



OUR SERVICES

PRINTING

Book printing has changed dramatically in recent years. Vast improvements in the quality of digital printing has enabled shorter print runs and print-on-demand services, perfect for self-publishing authors.

Traditional printing.. Litho / offset printing. The best quality of printing, with the requirement of large print runs and up-front costs.

Digital printing Previously a secondary option, now used much more regularly due to the improvement in quality. Allows for shorter print runs and thus lower up-front costs.

Print-on-demand A relatively new service that digitally prints single copies of a book to order. Works directly through e-commerce sites like Amazon. No / tiny up-front cost.

We can advise you on your options and recommend certain approaches / printers, as well as arranging the print for you, from our range of printers around the world, ensuring the most economic solution.

Advice	Basic printing advice is free of charge to anyone spending at least £1,000 on other services
Printing	Costs are highly varied. A book might cost anything from 50p to £20+ per copy to print

OUR SERVICES

DISTRIBUTION

Depending on how you are planning to sell your book, you may require our distribution services.

- Metadata** Help, guidance and editorial support on all aspects of metadata, crucial to getting your book ready for distribution. Including: book descriptions, author biographies, pricing, wholesale discounts, keywords, BISAC and Thema codes.
- Setting up on worldwide distribution platform** Setting up your title(s) on a worldwide print-on-demand and eBook sales and distribution platform; making the book available through multiple channels (40,000+ retailers), with you—the self-publisher—earning compensation on each sale.

Metadata	From £275
Setting up on worldwide distribution platform	From £90



OUR SERVICES

MARKETING

Of course, getting your book distributed is only the start. Just because it's available doesn't mean that anyone will buy it! No one can sell a book like the author, but we can offer you help with these processes, including:

Media relations..... Identifying and contacting appropriate media; writing and issuing press releases; distributing review copies.

Facebook marketing .. From creating and targetting Facebook posts and adverts to boost sales and awareness, to creating a Facebook page solely devoted to the book or author.

Media relations	From £175
Facebook marketing	From £50

FIND OUT MORE

PRICES & QUOTES

Our services can be used as a full package, or authors can pick and choose which services they require, dependent on them, the nature of their book, and what they are looking to achieve with it.

As no two books are the same, we quote on a book-by-book basis—dependent on the word count, length, format and content of your manuscript—for the services you wish to use. Please contact us for a free, personal and no obligations quote.

****ALL EXAMPLE PRICES EXCLUDE VAT****

CONTACT

For more information, please contact:

Email selfpublishinghouse@fernhurstbooks.com

Phone 01926 337488

Website www.fernhurstbooks.com/self_publishing_house.aspx



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