



SELF

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PUBLISHING  
HOUSE

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*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** ..... Proof reading; Full edit
- **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** ..... Advice; Metadata; Setting up distribution platform
- **MARKETING** ..... Advance information; Press release; Branding; Communications

# OUR SERVICES

## EDITORIAL

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

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

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

Book type	Illustrated	Narrative
Proof reading	From £175	From £400
Full edit	From £350	From £800



# 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 £1,500	From £525
Cover design	From £525	From £525
eBook conversion	From £400	From £400

# OUR SERVICES

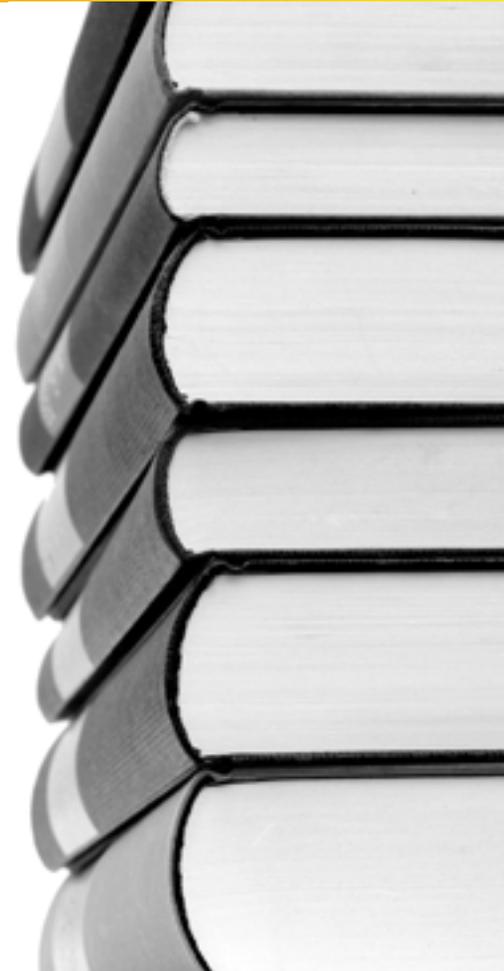
## ADMINISTRATION

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.

<b>ISBN</b>	£25-£240 <i>(depending on amount and ownership of ISBN)</i>
<b>Barcode</b>	From £7.50



# 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.

<b>Advice</b>	Basic printing advice is free of charge to anyone spending at least £1,000 on other services
<b>Printing</b>	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** ..... Data and information that describes your book, including its title(s), author, size, publication date, description(s), author bio, keywords, BIC, BISAC and Thema codes. Correct and thorough metadata is imperative to sell your book through channels other than yourself.

**Distribution platform** ... An online platform that does all the distribution work for you; making the book available throughout the world and printing it on demand when someone orders it.

<b>Metadata</b>	From £175
<b>Set up on our preferred distribution platform</b>	From £150



# 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:

**Advance information** Typically one side of A4, including the most relevant metadata and selling points of book, intended to be circulated to wholesalers and bookshops.

**Press release** ..... Typically one or two sides of A4, including synopsis and reviews of book, intended to be circulated to media outlets, booksellers and consumers.

**Branding** ..... Creating a personal brand for you, as an author, to increase awareness and sales of your book.

**Communications** ..... Helping you to engage with readers and booksellers through avenues including social media, events and book signings.

<b>Advance information</b>	From £90
<b>Press release</b>	From £175
<b>Branding</b>	From £450
<b>Communications</b>	From £175

# 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

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