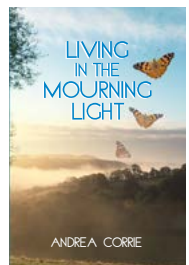
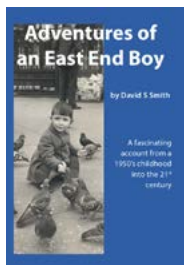
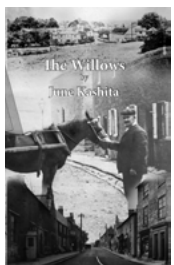
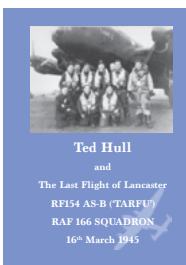
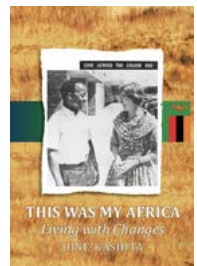
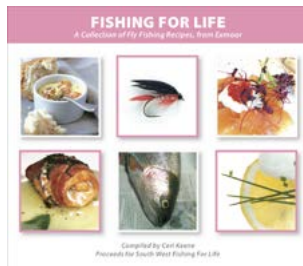
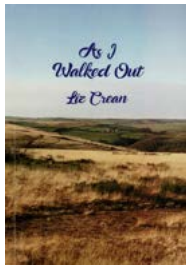
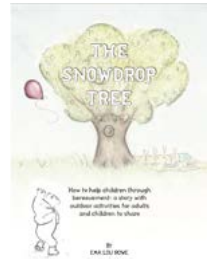
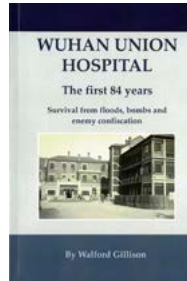
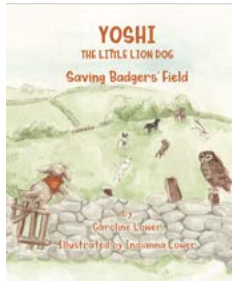
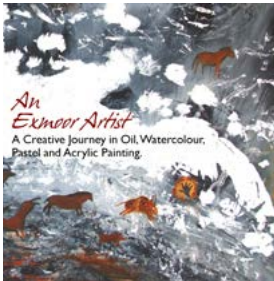


# EXMOOR NEWS

Bringing community news across southern Exmoor since 1985

## Our guide to producing and marketing your book

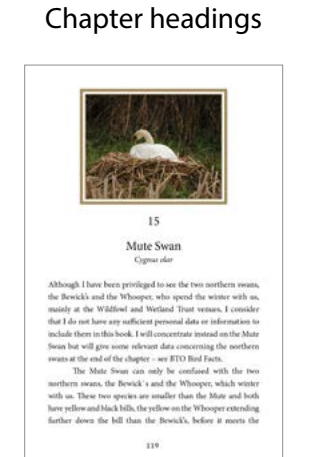




# The style of your book

## It is worth spending a bit of time considering the look of your pages.

### Childrens' storybooks



# Thinking of publishing and marketing your book?

You have written your book and are looking for a publisher.

## What we offer:

Offer options to get your book produced - in house or different online solutions - for both picture and text based books.

Discussion on production costs for each individual book. Some are keyed from handwritten notes and some are produced from text supplied in digital form. It also depends on the size, mono or colour and amount of work undertaken, an estimate can be given on an hourly rate and invoices are raised from time sheets. Variations in estimated price usually depends on how many changes or revisions are made.

Type up your handwritten or audio manuscript if required

Scanning of images

Discuss with you about the layout your book for style - such as style, font, indents, drop caps, headers and footers etc.

Layout the book

Supply PDF or paper proofs - usually chapter by chapter or as is most suitable

Amend copy and supply printed pages

Prepare your book contents and cover

Issue ISBN

Get your book printed

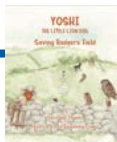
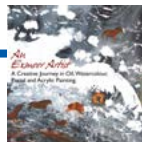
## What we do NOT offer in house (some services can be outsourced):

Editing services

Proof reading

Marketing

Distribution or sales (other than introductions via social media or website via Exmoor News)



# Points to consider

After all your hard work, here are a few notes which may make your life easier when considering getting your work printed.

## Binding

Spiral, staple and perfect binding is available. Perfect binding is the most popular and this document outlines requirement for perfect binding. Spine depth depends on number of pages, a minimum of 130 is needed.

## Trim size

6 x 9" is the standard size for publication but a wide range is available.

## Quality

Covers come in a variety of finishes including matt and gloss in various weights. The paper inside is either bright white or cream (this depends on what type of book it is and how many pages). Other options may be available.

## Colour or Mono

When being printed for perfect binding even one coloured full stop within your document means you will pay for a colour print. If you are using colour in your publication it makes sense to make the most of it by using colour in your design. You can have a colour cover with a mono inner.

## Style and layout of pages

Font style and size, leading, indent, page style, justified or range left text, drop caps, headers and footers etc., are all important. If your book is plain text the standard is Garamond 10pt. Justified. 6" x 9". Be sure you like the design of the page before the entire book is laid out as this will save edits. Typesetting service available. Please note proof reading is not included.

## Bleed or no bleed

Any image or background on the cover or interior that touches the edge when printed needs to include an extra .125" of image (bleed) to ensure that there is no white space on the edges when the book is printed and bound. Interior: If you would like images to extend to the edge in the interior, the file must include sufficient bleed. This means that the file should be submitted exactly .125" wider (bleed is on the outside of the interior file) and .25" higher than the selected trim size. For example, a 6" x 9" book with bleed should be submitted at 6.125" x 9.25". This extra space ensures that if a shift occurs in manufacturing, the images will still fully extend to the trim lines when printed.

## ISBN

ISBN numbers can be supplied, please ask for details.

## Copyright

Copyright shown as: "© your name date".

Text and image and design and layout. Authors moral rights asserted.

## Author Bio and Description

These options may vary, ie. Up to 2,500 characters for bio (appx 450 words) and up to 4,000 characters for description.

## Details needed for online publication

Bank account no, sort code, SWIFTBIC and IBAN, Tax UTR number (where royalties are paid to).

## Sale Price

Sale price depends on size, number of pages, colour or mono pages and how you have setup your distribution channels. There is a minimum list price you can sell for which covers print and online costs.

## Keywords

Search keywords can help your title show up on both online bookstore and search engines - much as they do with websites. Pick phrases that you think customers are likely to use when either searching for your title specifically, or when shopping for products that may be similar in subject matter. You can add up to five keyword phrases separated by commas (or as the site requires).

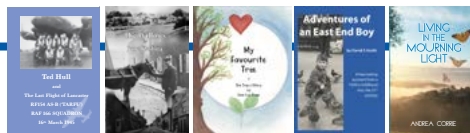
## Quantity of books ordered

You can order just one book if you wish.

## eBooks

The production and format is different for eBooks than for printed books. eBooks allow text to flow, have no headings or page numbers and allow the user to make some of the formatting decisions such as font size.

*Please note the services may differ from those shown if considering online.*



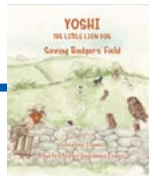
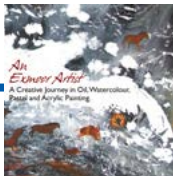
# You have written and published your book or magazine - how do you get it out there?

If you decide to self-publish your book, you'll also need to handle the marketing and distribution aspects yourself as this is not part of the work undertaken by Exmoor News. Here is a checklist to give you some ideas.

## Do not underestimate this role.

It's important to remember that promoting your book may require more than just time and effort. You may need to invest some financial resources as well. For example, if you've self-published a children's book, you could try some of these tactics:

- Write a press release and send it to local newspapers or radio stations.
- Reach out to school or library groups and let them know about your book.
- Set up a booth at a nearby fair to increase visibility and sell more copies.
- Partner with a retailer to host a book signing or launch event.
- Organise events with local organisations ie Moorland Mousie Trust if the book is about Exmoor Ponies.
- Look for opportunities to get your book reviewed by relevant magazines, websites, and other platforms.
- Promotion via posters and printed material.
- Keep track of who you have contacted and what the outcomes were (and who contacted you). Leads may be gained by going over old ground. A mix of perseverance and a little luck.
- Approach literary festivals ie. Dulverton Exmoor Literary Festival.
- Work with an agency or PR company, book clubs.
- Find an agent via Artists' and Writers' Yearbook.
- Talk to family and friends - networking.



## Other Factors to take into account –

- Who is the target audience for your book?
- Is there a particular season that is most suitable for its release?
- Is there a specific demographic that would highly appreciate the subject matter? Introducing your book – Organize a book launch – is there a venue that would be willing to host it if you can bring a large audience?
- Promote it through giving a talk at a club, bookstore, or a similar location?
- Utilise local news outlets, newspapers, newsletters, and magazines.
- Share the content on social media platforms, specifically created for your author or book website.
- Make use of advertising campaigns ie Google, Amazon, TikTok or Facebook.
- Don't forget the importance of metadata/keywords and descriptive text.
- Establish a podcast and/or blog.
- Use digital aids, webinars, Email blasts.
- How will the book be sourced/delivered?
- Consider ISBN (International Standard Book Number) used by libraries in the UK and other countries to allow the book to be found. Used by book sellers and distributors to find the book and sell it. The ISBN identifies the publisher, title, edition and format.
- Make a plan or a diary of events. A campaign on how to get to your goal.

*Get in touch - we can help*



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W: [www.exmoornews.co.uk](http://www.exmoornews.co.uk)

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