



From Pipedream to Proposal

What to do with this document

Work through the questions and answer them thoroughly, it will help you to ensure you have thought of everything before you leap into the wonderful, exciting, profile-raising world of publishing.

When you have an answer for every question – not just a guess, but a well-thought through response – you'll have really planned your book properly. If you do find you have lots of gaps in your knowledge, that's absolutely fine. We are here to help.

This document can be used in various ways:

- Use it to help you focus and get on track with your book
- Use it to draw on for a proposal to a publisher
- Send it to us for our appraisal to see where the gaps are and where you could add more information; we'll provide you with feedback either in writing or by phone or Skype. There is a charge of £100 for this service
- Send it to us for appraisal with a sample of your writing of between 1500-3000 words for a sample edit if you would like us to edit your book. There is a further charge of £100 for a sample edit, which will be deducted from your editing fees if you decide to work with us.

These will all put you on the path to becoming a published author.

Good luck!

Getting focused

What, in a general sense, is your book about? (maximum 200 words)

What is your book like? A tips book? A workbook? A text book? An autobiography?

How many pages do you expect your book to be? (30,000 words is usually 100 pages.)

What shape or size do you expect it to be? (square, pocket-sized, A5, large format)

Do you want softback (paperback), hard back, flexibound (half way between softback and hardback), spiral or Canadian bound (that's a spiral with a cover flapped over it so it has a spine)?

The author

What qualifies you to be the author of this particular book?

Can you write in a readable, accessible way? How do you know?

Have you written, spoken or researched on this subject before? Please explain.

Marketing potential

What idea(s) do you have for a title?

What idea(s) do you have for a subtitle?

What makes your book different? What is its 'WOW' factor?

On which shelf in a library or bookshop would you expect to see your book? (self-help, sport, biography, business, etc.)

Which publishers are already publishing work similar to yours?

Which other authors are already producing books similar to yours?

As far as you know, which books will be in competition with yours?

Which books do you particularly admire? Why? Is it their tone, layout, length, design, humour, or what?

Being published

Do you want to attract a publisher? (If NO, please skip the subsequent two questions.)

If so, what do you know about advances, royalties and expected returns?

How long do you think it takes for a book to come out once you have submitted your manuscript?

Self-publishing

Have you considered self-publishing your book? Do you understand the implications of this or do you need some advice? (if this is not an option for you please skip the subsequent 5 questions)

Do you understand the implications of the following:

	Yes	No
Becoming a traditional publisher (including ISBNs, distribution, printing, marketing etc)?		
Using a virtual online book publishing company such as BookSurge, iUniverse or Trafford?		
Using a real printing company and self-publishing small numbers of books digitally as Print on Demand?		
Using a real printing company and self-publishing larger numbers of books (more than 1000) lithographically?		
Creating your book as an ebook?		

Planning and writing

Books are usually divided up into between 4 and 12 chapters. What might your chapter headings be?

Have you thought about content for each of your chapters and mind mapped or otherwise drafted a plan for them?

Have you considered calling in other guest writers to contribute part or entire chapters? If so, whom might you ask?

Have you thought of conducting a survey before you write your book, finally? Surveys provide statistics that give your book more weight. What survey could you conduct? How might you circulate it?

Is your book going to have case studies? Who would you write about?

Do you need to interview any specific people or types of people before you start? If so, who?

Are you going to write about your own life in your book? True stories give your book authenticity and make the reader feel he knows you. Which of your stories could you incorporate in your book?

Who might you quote in your book? Which books, articles, authors, speakers or experts would you like to include in some way?

How will you source these quotes?

Is your book going to have exercises? What sort of exercises and how many do you envisage? Will you describe the steps in prose, numbered steps or include lots of blank lines for the reader to write on?

Books have more value when they have an appendix and a bibliography. What would you put in yours?

Your book might need an index. Do you want one?

Your book will need a biography of you. What will you mention in yours?

Are you going to have any illustrations? If so, what type? Photographs, line drawings, cartoons, graphs?

Do you already have a designer you can trust to do the cover and internal layout? If not, would you like us to connect you with our favourites?

Marketing – part 2

Who do you think will buy your book? What is your market? How big is it?

Presuming you will also be trying to sell your book yourself, how are you intending to do this?

Which editors of magazines or newspapers might be interested in your 'story' or the 'story of your book'?

Do you know any famous or important people who could write a foreword to your book? Name them here.

Which famous or important people do you know who could write reviews of your book for the back cover?

Which companies might like to buy your book in bulk and brand it with their logo?

What other ideas do you have for other books in the future that might complement this one?

Providing free articles is a great way to get free publicity for your book. What articles could you write and for which markets?

Time frames and process

Self-publishers - you need to allow a month for design and printing and at least a month for editing. When would you expect to have a first draft ready?

Most books need to be edited and proof read three times at least. Are you prepared for the time and money this will take and also the time you will need to check and make changes between drafts?

Who do you know who understands your subject well and who could comment on your work before it is finalised?

Who do you know who does not understand your subject well and who could comment on your work before it is finalised?

How much do you think design and layout may cost you? People really do judge a book by its cover you know. Many designers charge a few hundred for the cover and then £10 or more per page.

By what date would you like to have your book in your hand?

If you would like us to appraise your book idea and manuscript this is how you do it:

Complete this document as thoroughly as possible.

If you already have created a proposal and it answers many of the questions, then attach it and simply write attached as your answer to any corresponding questions.

- Attach a sample of your work if you have it and would like us to look at it.
- Wait to hear from us – usually less than two weeks.

When we have looked at your completed worksheet and, if submitted, your manuscript this is what you will receive:

- A report based on our findings, which will comment on your content, market, general idea, feasibility and ways forward. If you attach a sample of your writing, then we will also comment on your style.
- Your manuscript, which will have been edited in Word with tracked changes so that you can see how we would edit it – and get an idea of what needs to be done.
- A quotation for the first edit of the manuscript.

Most books require:

- Up to three drafts of the manuscript (that's editing, concept and advice on content and development)
- A pre-print 'once over' (proof read)

We are always happy to provide advice and connections from 'brainwave to bookshelf' to help you get your book successfully published.

What we will charge:

The fee for appraising your manuscript and sending you a written report (or providing verbal feedback by phone or Skype) is £100+VAT for this form (or equivalent content in attachment) PLUS £100+VAT for editing up to 3,000 words of any attachment.

Editing is based on a per 1000 words rate. This can vary, depending on your original material from £20-£60 +VAT per 1000 words.

For ghost writing from notes or other raw material fees are from £50-£100+VAT.

For ghost writing from face-to-face, phone or Skype conversations there will be an additional hourly rate of £60+VAT plus any travel expenses.

And after that:

If you would like us to continue working with you on your book idea until it is complete then we will agree a timescale that suits us both.

Once you have made the decision to work with us we will require your first draft and will work on this to an agreed time schedule. However, life does not always work out as planned. In our experience most clients overshoot their deadlines because other things get in the way. If you are a bit slower than you anticipate, it may not be possible to meet your projected publication dates. We do our best to ensure you

get your book out on time and our team of editors is very flexible – but we can't work miracles!

Ad hoc consultancy fees

Our consultancy fees are calculated by the hour (£60 per hour +VAT) plus travel expenses and any necessary extra preparation.

Payment terms

We will provide you with an quote when we have reviewed your completed Pipedream to Proposal and edited between 1500-3000 words. Please bear in mind if you add more material to your manuscript this will be reflected in the invoice.

You'll receive an invoice on the last day of each month for work completed during the preceding calendar month; payment terms are 14 days.

To get in touch:

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