



INFORMATION PACK FOR LIBROS INTERNATIONAL AUTHORS
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The following information is intended to give you as much information as possible about the process that will follow should your submission be accepted for publication.

First and most importantly: Patience

What have these authors got in common? Thomas Hardy, Dan Brown, Catherine Cookson, John Grisham, Martina Cole, Stephen King, Lewis Carroll, George Bernard Shaw, Edgar Allan Poe, Rudyard Kipling.

Answer: They spent years and years writing books before being published and many more years in the marketplace before the great book-buying public sat up and took notice. The last six authors even resorted to vanity press just to get their books in print. John Grisham spent so many years in the wilderness frustrated at his lack of success that he finally resorted to giving tens of thousands of copies of his books away, such was his confidence in his ability. The rest, they say, is history and Grisham makes an estimated 20,000,000+ dollars for each book he writes these days.

The key word then is patience. Patience and hard work and getting out there to promote your book. It's an old saying but true. *The author is the best person to push his own book.* Libros International will help; of course we will. But there's only so much we can do. We will send your books for awards and reviews and we will saturate the relevant internet sites with personal material relating to you and your book; feature your book in the relevant trade catalogues; and keep knocking on the bookshop doors.

And we will all be patient and maybe, just maybe, we will get a little luck or a break along the way. However, don't forget Gary Player's famous saying about golf:

“It's a funny game golf... the more I practise the luckier I get.”

G Player

Maybe... just maybe... if we keep practising and we are patient, we'll get lucky?

Publicity and marketing

You will be sent additional information about ideas on the marketing and promotion of your book and also a questionnaire to complete and return to the marketing and publicity team. It is never too early to start promoting your book, but please be aware that it will not be possible to give you a definite publication date in the early stages. Therefore it is not wise to make arrangements and dates for the launch of your book until nearer the end of the publishing process. It may take twelve months from the start of the editing of your manuscript to the final publication of your book, so again, **please be patient!**

By all means start with as much initial self-generated publicity as possible but please remember your book will take several months to filter into ALL of the trade catalogues. In the early days of Libros, one of our authors managed to get a BBC interview and generated wonderful interest, only to find that the great book-buying public couldn't get his book from the local Waterstone's store as it wasn't available in the trade catalogues.

Libros International recommends that each author sets up their own website. We can provide assistance with this if necessary (although a charge will have to be made for this work). We also recommend that you ensure that the content is 'proofread' for spelling, punctuation and grammatical errors.

Please, please, please also let Libros and your fellow authors know via the authors' forum on the website just what you're doing to market and promote your book. It's great to share and get feedback on your ideas.

Distribution

Your book will be fully distributed, paid for by Libros International each year. This means your book will be registered in all of the major retail catalogues: Ingrams, Gardners, Bertrams, etc. and also listed on the biggest internet bookshops in the world such as Amazon and Barnes and Noble. In time our team will register your book with the smaller internet sites too. It's all part of an ongoing, never-ending process. But basically your book should be able to be purchased in any English-speaking bookshop or outlet in the world.

Amazon

Occasionally your book will appear 'out of stock' on Amazon. Don't worry. This seems to happen in the initial stages of the new book and no one seems to be able to give a definitive answer. Apparently Amazon initially keep a very limited stock of new unknown author books (2-5). When they sell out, Amazon order a few more (5-10). However, until the books arrive from our printer at the Amazon warehouse they post 'out of stock' on their website. There's nothing we can do about it and after several weeks Amazon gauge the sales and keep the stock replenished permanently. The problem will rectify itself, but at least it means your book is selling!

The Editing Process

Once your manuscript has been accepted for publication and you have returned your signed contract to Libros International, you will join the 'queue' for an editor. Despite having a large editorial team, Libros can be handling a large number of manuscripts at any one time and therefore it may be some months before an editor is allocated to you. **We do ask you to be patient during this time!** Once an editor has been appointed for your manuscript, the editing can start.

Normally the editor will contact you and explain briefly how they are going to approach the task. It is likely that they will want to read through the whole manuscript first. Then the editing is generally carried out in 'segments' with each 'edited segment' being returned to the author for you to check over. The editing process is not just about checking for typing, spelling, punctuation and grammatical errors, but may also involve more substantive work including suggesting improvements to the author on the content and scope of the writing, on the choice of words and clarity, and on consistency, plus advising on possible legal issues such as copyright permissions, libel and plagiarism. (Please note that it is the author's responsibility to apply for any necessary copyright permission(s)).

This part of the process will take several weeks and, again, we ask that you are patient and cooperate fully with your editor. You may feel that you are familiar with your subject, but as you have written the book over a long period of time, you may not always be able to see it as it will appear to someone else. The editor will often be able to see where there is ambiguity or repetition, perhaps where a step in an argument has been omitted, or a point has not been explained properly. They have been selected for their expertise and their aim is not to antagonize you by suggesting any unnecessary changes.

Once the manuscript has been edited, you will probably be asked to check through the 'final' document one last time before it is passed to the Head of Editing for a final 'quality check'. This is likely to take just a couple of weeks, but completion will be dependent on the number of other manuscripts awaiting a 'quality check'.

You will also have to provide the following:

- ❑ A synopsis of the book to go on the back cover (no more than 150 words)
- ❑ A brief biography (no more than 150 words) with any author's website address
- ❑ Dedication (if required)
- ❑ Acknowledgements

Lastly, the edited copy is passed to the Head of Design and Illustrations for the design of the book cover and preparation of the book block (format in which the manuscript is uploaded to the printers). **Once the copy has been passed to the Head of Design and Illustrations it is not possible to make any further amendments unless you see some major error.** In this case, please let Carol Cole, the Head of Editing, know where you

feel a correction is needed. **Do not send the corrections directly to the Design Team.** It is tempting to keep on looking through the manuscript and spotting something that you would like to change, but you will have to ‘step away from the manuscript’ at this stage!

The final part of the editing process is the checking of the proof copy. Once the proof copy has been received from the printers, it should only be a couple of weeks, but again dependent on workload, before the final corrected copy is uploaded to the printers and the book is available on Amazon and from other outlets. The author will be advised by the Director of Operations when the whole process has been completed.

The Design Process

Once your book goes into editing, the Design Team will be informed and your book will then be held in a queue for its cover design and book block (interior layout). At this stage the Design Team will request information from you to help with this design. The earlier you can prepare for this the better, so now is a good time to start getting your ideas together.

The following information will be requested, so it would be useful to have these things ready in good time:

- A detailed synopsis of your book (*the synopsis for the back cover is not usually enough! – from the detailed synopsis we aim to get a good ‘feel’ for the story*).
- Any ideas you have had yourself (*feel free to include any sketches/paintings etc you have made yourself, however simple/complex they may be*).
- Any other images, such as photographs you think might be relevant to the storyline.
- A photograph of yourself for the back cover (if required). Please send this as a high-resolution jpeg, PDF or Tiff image.
- Any other information you think may be helpful to the Design Team.

As with editing, your patience will be required throughout the design process. We will allocate a designer as soon as one becomes available and please be assured that the queuing system in use is as fair as possible to all our authors.

Once the design has been completed, you will be contacted again when a copy of your cover will be sent to you for your comments (please note that the final decision on the cover design will rest with the publisher – as per your contract). Once finalised and the book block completed, a proof copy will be ordered. On receipt of the proof, the Head of Editing will do a final read-through to check for any mistakes; it will then come back to the Design Team to make any necessary corrections. Once these corrections have been made and the final files sent, you will be contacted with details of publication.

Book Orders

You qualify for a 45% discount on the retail price but will need to cover packing and shipping costs. (This is normally around 30 to 40p per book, dependent on the volume ordered and location). European orders are shipped from the UK and US orders are shipped from the States. Africa and Asian orders can be shipped from either, dependent on a number of factors including shipping and Customs duty. Please be aware a €25 charge is levied per order to cover bank charges and a 'printer handling charge'.

You will need to contact info@librosinternational.com to place your order. Please include a delivery address, a telephone number where you can be reached for the delivery and the number of books you wish to purchase. Your complimentary copies will be included with your first order. Maureen will e-mail you the full cost and you will be given a postal address. Orders are payable by Paypal or cheque only. **All orders must be paid for prior to being placed.**

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