



## Comprehensive Editorial Package for Self-Publishing Authors

### Case Study and Cost Example<sup>1</sup>

Mr HS had a manuscript of 269 A4 pages, that he was willing to self-publish. He wanted his book to look “exactly the same a book published by a mainstream publisher, such as HarperCollins and Random House, looked like.”

After a lengthy conversation over the phone, we received the manuscript via email for an accurate, no obligation quote. We had a look over the manuscript and decided it was something we could help with and something with a reasonable selling potential. We offered our comprehensive editorial package.

We assessed the manuscript for £382.80 (see details of our fee structure for manuscript assessment on our Fees page, <http://www.danielgoldsmith.co.uk/fees.php>). Our report contained 18 pages of suggestions at the level of structure, content, style, characters and plot.

Mr HS received our report two weeks after the submission. He revised his manuscript according to the suggestions contained in our report and submitted it for reassessment. As a result of our suggestions, the number of pages changed to 234. We combined our reassessment service with our copy-editing service and offered the author a 10% discount on reassessment for having them done at the same time. This meant  $£225.5 - 10\% = £202.95 + £585 = £787.95$

Mr HS received the book for a final revision and resubmitted it for typesetting. His amendments were checked at no extra cost by the same editor, who approved the copy for typesetting.

While the typesetters were working on the bookblock, the editor and illustrators exchanged a series of emails and phone calls about the book cover. Within days, all parts were satisfied with the amount and clarity of information received regarding the author’s intentions and ideas, and the illustrators produced three concept designs for the front cover, plus two extra ones at no extra cost.

The author chose one concept, but included elements from two other concepts. More phone calls and emails followed and, 18 versions later, we had a final front cover described as “absolutely perfect” by the author.

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<sup>1</sup> Prices valid at 13<sup>th</sup> of June 2010.

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The illustrators then moved on to the spine and back cover. The author worked closely with the editor to find the perfect back cover text, based on research from other bestsellers, other publishers' choices and author's intentions.

The cover included a photograph supplied by the author, which was his portrait, so the cost of designing the whole cover wrap was £450.

The typesetting included 234 pages at £1.20 per page, plus the table of contents at £150, therefore the cost of the typesetting was £430.80.

In the meanwhile, the typesetting was finished, so a proofreader made the last corrections and sent it back to the typesetters. Once the corrected proof returned, the editor sent it to the author for approval.

Once the author approved it, the book was ready to be sent to printers.

Because we are independent, the author decided to go with the printers we recommended, which is a small company from Northamptonshire that produces outstanding quality books at reasonable prices.

The total cost for producing a professional looking book from first draft to ready for print was £2051.55, which we split in four easy monthly payments of £513.

The author is so happy with the result, he has commissioned us to start his own imprint. We will carry out all the editorial process for his future titles as independent editors.

If you have a manuscript that you are looking to self-publish and want to hear an independent, professional and market-aware opinion before going ahead with it, as well as specialists to prepare your book to the highest standards, please get in touch at [lorena@danielgoldsmith.co.uk](mailto:lorena@danielgoldsmith.co.uk) or 01928 796576 for an accurate, no obligation quote.