

The Book Publishing Process



process. In brief, the publishing process operates as follows:

- When the book is still in the design phase, our publishing coordinator consults with the author to determine the appropriate sale price.
- A unique ISBN (International Standard Book Number) and bar code are assigned to the title. Each of these serves as an identifier for the book, specific to the publisher and edition.
- Jon Clarke publishing department registers the title with R.R. Bowker's Books in Print database and library system, and the title is added to Jon Clarke's website library.
- While the book is printing, the publishing coordinator will discuss distribution with the author and help develop a promotional plan to supplement the upcoming media campaign.
- Our publishing department continues to work with the author in reviewing and finalizing promotional plans as a consultant.
- Once books arrive from the printer to the third party warehouse, books are shipped to the author and the publication date is set. Authors can request books for direct sales as soon as they arrive at the warehouse.
- A press release is submitted to search engines for maximum Internet exposure.

Once your book's design is complete, the complex process of publishing the book begins. Though it seems deceptively simple, publishing is actually the most time-consuming step involved in getting the book ready for release and is in the works throughout most of the overall book production

Frequently Asked Questions about Book Design

How does the editing process work?

When we receive a manuscript, we will send it



as an e-mail attachment to one of our professional editors. He or she will edit your manuscript electronically while using the Chicago Manual of Style. You will receive the edited document to review as an e-mail attachment. Then you will accept or reject the editor's changes and send it back to Jon Clarke Publishing Group. The editor will look at the document one last time, making any more necessary changes as well as accepting your changes and send it back to Jon Clarke Publishing Group. At that point you will look at it once more, ensure that the text is exactly the way you want it and approve it.

What are your requirements to send in a manuscript?

Manuscripts sent into Jon Clarke Publishing Group must be Microsoft Word documents, double spaced, with twelve-point, Times New Roman font.

How long does the editing process take?

Our traditional editing service takes around 6 - 8 weeks to complete, but this varies depending on the length of the manuscript and the complexity of the edit.

How long does cover design take?

Cover design also varies book to book. The process usually takes 4 weeks but can be longer or shorter depending upon the amount of changes requested by the author as well as the amount of time spent reviewing cover concepts.

Do I get to approve of my book's design before it is printed?

Yes, our authors play an integral part in our design

process. You will get to offer suggestions and input as well as have final approval over any design of your cover or interior layout. We are here to guide the process along as well as offer professional advice, but each author makes the final decision for his or her book.

Book Editing Services

The entire book editing process is managed in-house by our Editorial Coordinator, who facilitates all communication between author and editor to monitor progress and keep the project on track, while also ensuring that all necessary editing issues are addressed and all changes meet with the author's approval.

Book Interior Design Services

There are two main factors that contribute to the final appearance of a book's interior pages (also known as the layout): page design and typesetting. Jon Clarke's design team ensures each book

conforms to industry standards in terms of both readability and design to produce the best possible product with the greatest opportunity at success.

Book Cover Design

A book's cover is vital to its success in the highly competitive book industry and plays a major role in determining how it is received by the media. With professionalism, originality and style, Jon Clarke's design team works with each author to develop cover design concepts that do justice to the quality of the content and reflect the essence of the message.

Jon Clarke's cover designers know the media, the publishing industry and the stringent standards of the retail book industry. Our designers consistently produce covers that catch the attention of future readers, industry leaders and media contacts alike.

