

## Welcome

Books have been printed since the 15th century. The physical process of producing a book has changed over the years but the basic steps remain: create a manuscript, edit it, print it, and sell it. In the past, this might have been accomplished by a few skilled artisans. Today, this process is accomplished by a team of talented people and multi-part processes. To help you better understand our process and procedures, we've created this guide for new authors.

## About Our Company

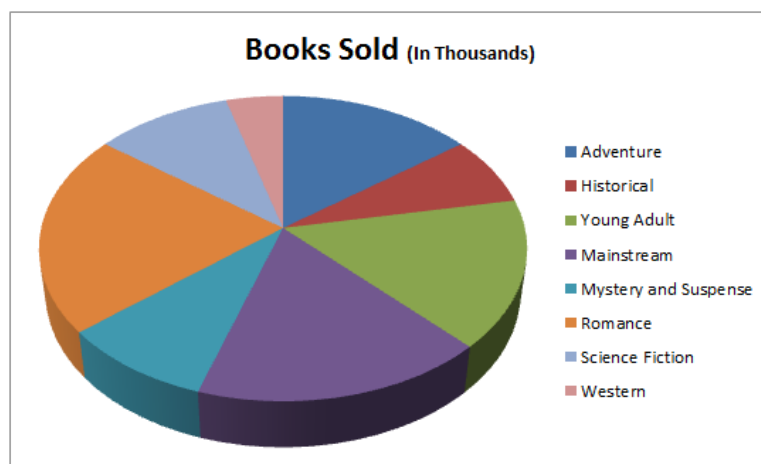
The Fuller & Ackerman Publishing Company has published books since 1900. We have over 3,000 titles in print spanning genres from Adventure to Science Fiction. We have offices in the US as well as England, Germany, and Australia. We pride ourselves in having a diverse portfolio of titles of the highest quality.

## Our Mission

At Fuller & Ackerman we have brought together a group of skilled and enthusiastic professionals dedicated to publishing well-written and engaging fiction in a variety of genres. By working with new and experienced authors to produce exceptional books, we will become a leader in the fiction publishing industry.

We at Fuller & Ackerman want to help you fulfill your dream of becoming a published author. We only select well-written fiction manuscripts to be printed under our brand. If your book is selected, you'll be proud to say that your publisher is Fuller & Ackerman.

Figure 1: Fuller & Ackerman Publishing Sales (2009)



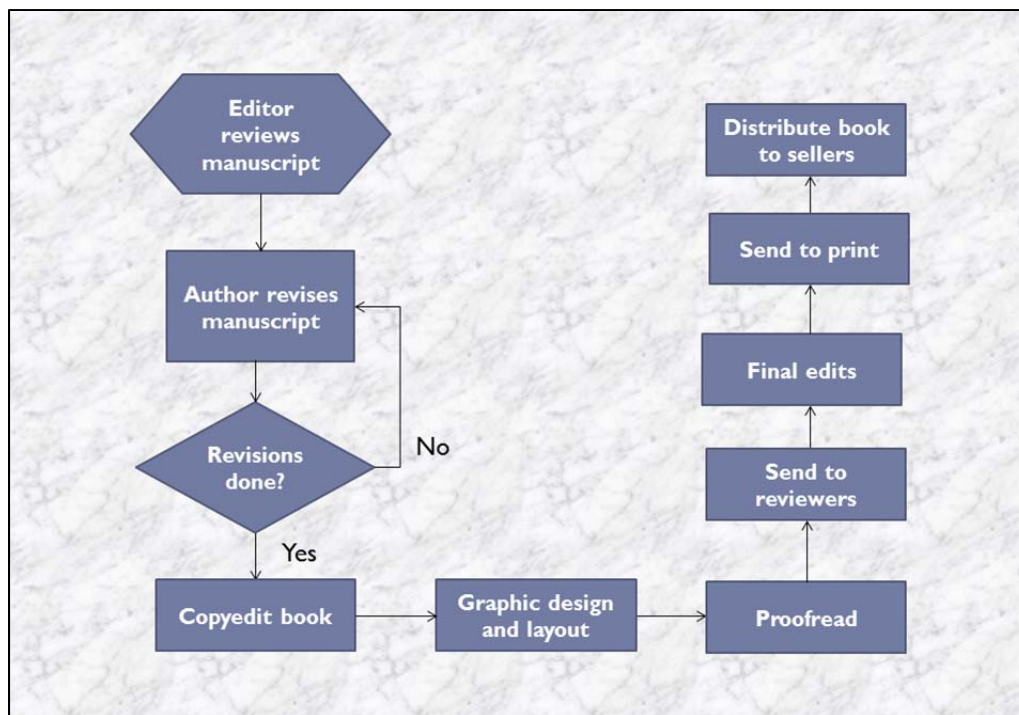
## How Your Book Gets Published

Every year we receive thousands of book proposals. If your book is chosen for development, we will work closely with you from the initial proposal through the development and production of the final book. Our committed and professional staff is here to keep you informed as the project moves forward and help you through the process.

The process of getting your manuscript into print begins with catching the interest of one of our acquisition editors with your query letter and proposal. Once your proposal has been accepted, an editor will be assigned to the project. The editor works with you to polish your manuscript and prepare it for production. Your editor will provide feedback and you will do any rewrites. This is an iterative process when you may be asked to do several rewrite passes.

When your editor is pleased with the final manuscript it is assigned to a copyeditor. The job of the copyeditor is to review your work looking for spelling and grammar errors. The copyeditor also checks for continuity and consistency. Your editor reviews the suggested changes and the author makes those changes. When the manuscript is finalized it is sent to the Graphic Design department for layout and cover design. You may or may not see the design of the book until it has been fully laid out. You will receive a galley copy of the book to review. Once changes are made from the galley feedback the manuscript is sent to final production. Now you're a published author! That's the general process. Next we'll discuss the individual steps you'll be involved with.

Figure 2: Our Publishing Process



## Proposal Submission

Our acquisition editors are looking for unique manuscripts that appeal to a wide range of readers. Your story must be original and not based on stories that have appeared in any previously printed book or other media.

The first page of your proposal should be your query letter. It should describe the project and be written in the same tone as your book. The query letter also should include:

- ✓ Name and address of the Acquisition Editor
- ✓ Your name
- ✓ Email address
- ✓ Phone number
- ✓ Mailing address
- ✓ Working title for your story
- ✓ Page count
- ✓ Genre of the work (See the genre list in the Table 1: General Fiction Genres.)

After the query letter, include a one page summary of your story. After this summary, provide an outline of the book. When writing your outline, give the editor a sense of the general story line in 700 words or less. This synopsis should include key plot points and the ending. Next include a sample chapter from your book. You may include short character bios. Do not send a full manuscript unless the editor requests it.

## Submission Guidelines

When submitting your proposal, please keep these things in mind:

- ✓ Write as clearly and succinctly as you can.
- ✓ Print your proposal on one side of the page, single-spaced on white paper.
- ✓ Do not staple or bind your manuscript pages.
- ✓ Use an easy to read font (such as Times New Roman), 12 point.
- ✓ In the footer, include your name and a page count (Such as Page 5 of 9).
- ✓ Limit your proposal to 20 pages or less.
- ✓ Include a SASE if you wish us to return your proposal.

## The Launch Meeting

Once your book is accepted and ready to print, we assemble a team to make it become a reality. We want everyone on the same page to launch your book. The launch meeting is where we come together to plan our strategies and generate ideas to produce and market your book. Let's look at who's on your team.

## Editorial

The Editorial staff is the first face of Fuller & Ackerman that you see. Their job is to make your manuscript as ready for market as it can be. The staff considers many aspects of your work, from grammar to page counts. The table below shows a general range of page counts expected for each genre we produce.

Table 1: General Fiction Genres

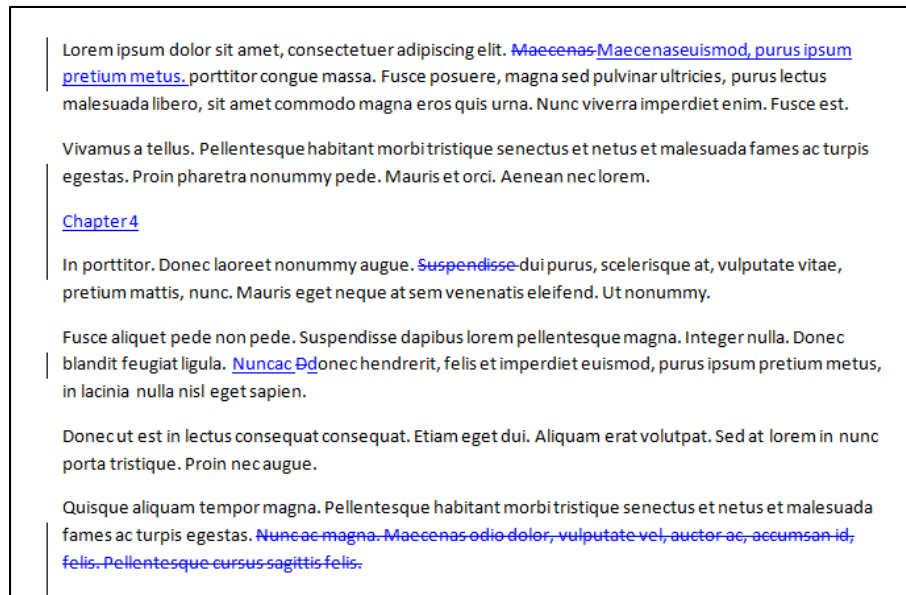
Genre	Plot Description	Word Count (approximate)
Adventure	Chase or search for someone or something in hostile environment.	100,000-150,000
Historical	Importance on the settings and cultural norms of the times.	100,000-150,000
Young Adult	Problems faced by teenagers and growing up.	40,000-80,000
Mainstream	Modern, everyday setting appealing to a broad audience.	60,000-100,000
Mystery/Suspense	Puzzling events or crime that will be solved by main character.	60,000-90,000
Romance	Man and woman face complications together with happy ending.	70,000-90,000
Science Fiction	Importance on future setting and technology. Can include another world setting.	80,000-120,000
Western	Setting is American West either in the past or modern day.	60,000-90,000

Each book is assigned a dedicated editor. Often the editor is the same acquisition editor who first saw something special in your manuscript. Our editors know the market, the audience, and what type of books sell. If your book has been chosen, then you're well on your way to becoming a published author. For more information on ebooks, see [What Is an Ebook?](#) on page 8.

Your editor will provide feedback about your work over time. All of the editors on our staff are highly qualified to advise you. Every one of our editors has an advanced degree in either English or Literature. They live and breathe books and want your manuscript to be all it can be.

During the revision phase, you are responsible for making all of the changes and revising the manuscript. Your editors will mark changes in the structure and style of the text to improve the book so it meets our in-house standards. Do not take the feedback personally. We're working as a team to create a unique and captivating book.

Figure 3: Editing may seem harsh but it'll make your book even better.



One important thing to remember is that this is a business and like any other business we have deadlines to meet. Think of your editor as your manager. Let your editor know how the work is going and if you have any difficulties. We're here to help you.

## Copyediting

When your editor feels the manuscript is ready, he or she passes it on to one of our copyeditors. The majority of the copyeditor's time is spent reading and correcting grammar and spelling. However, a lesser known function of the copyeditor is to make sure the entire manuscript works logically and is consistent. Think of it as a final polish before the book is sent off to production.

When the copyeditor has reviewed the book, you will receive a hard copy of the book for review. It is important at this stage to carefully review the changes. Making adjustments later on is very costly. You can contact the copyeditor to ask questions or to discuss changes to the book. If you have any questions about this, see your editor.

## Production

Because self-publishing is so popular, you might think that after the words are ready, all we have to do is push a button on our printer. In reality, there are many more steps involved with Production that you might not be aware of. Here's a look at what happens to your book after the editors sign off.

### Cover Design

One of the most visible parts of the production process is the cover design. The cover is the face of the book and can be the most important selling point. The publishing team assigned to your book will work together to design the cover. In the competitive world of publishing, your cover must be eye-catching as well as appropriate for the subject.

Our graphic designers create the image used on the cover with a great deal of attention to detail. They take the time to work with the editors to get to know your story. The cover also needs to express the feel of your book at a glance. With hundreds of other books on the shelf next to yours, you want a cover that intrigues the reader enough to pick up the book and buy it.

### Layout

Layout is the format of the interior of your book. It is more than paragraphs and page numbers. A graphic designer ensures that the inside of the book is visually appealing and won't distract from your story. Chapter notations, headers, and footers are just the start of what the graphic designer adds to your book. The designer must also consider how the text flows on the page, the font style used, as well as the size of the pages and the type of binding. Rest assured the graphic designer assigned to your book is dedicated to making your book its best.

### Proof Review

Once the graphic designer has prepared the book, he or she creates a sample of a few pages from the book for your review. During this review phase, you have an opportunity to suggest changes before the complete manuscript is sent for printing.

After the entire book has been printed, you will receive a full galley proof to read and comment on. During this time, your copyeditor reads the galley looking for typos and other changes to be made. When the copyeditor has made the changes and is satisfied, it is sent to a typesetter to be printed.

## Marketing

You know you have written a good story but no one else will know unless we market it. Marketing consists of getting your book in the right hands for good reviews and publicity. Marketers do everything they can to make sure people are talking about your book. Our marketing department is staffed with experts in internet marketing, promotion, and advertising.

## Promotion

Promotion of your book can take many forms. Getting favorable reviews from the right people gets the ball rolling. Marketers also know your demographic and get your story in the hands of the people who would be interested in your genre. They work with our website designers to create a great author's web page to entice readers to buy your book. The blurb on the back of your book is more than a synopsis of the story but helps to sell your book. You need a knowledgeable marketer to write the blurb as well as pick out the best excerpt to make available on the web.

## Author Involvement

Authors are also involved with the promotion of the book. Sometimes promotional activities involve travel and making presentations. You might be asked to present at conferences, sit at a table at a book fair, and sign books at bookstores. The marketing department can set up interviews so you can speak about your writing. You may be asked to provide additional content such as the back story about how you came up with the idea for your story or an excerpt from your next book to help attract readers.

## Financial Issues

Book publishing is a business for both you and the publisher. The costs involved with bringing a book to the market must be controlled to give the biggest benefit to both parties.

## Production Costs

The cost of production involves several parts. The table below shows the general costs of producing a hardcover book compared to an ebook. Not only are the editing and production costs listed but also the author's royalty payments.

**Table 2: Comparison of Production Costs and Profits**

Hardcover Price	\$14.00		Ebook Price	\$9.90
Author's Royalty	\$3.90		Author's Royalty	\$2.80
Printing and Storage	\$3.25		Layout and Design	\$1.00
Layout and Design	\$0.40		Marketing	\$0.60
Editing	\$0.50			
Marketing	\$0.90			
Profit <sup>1</sup>	\$5.05		Profit <sup>1</sup>	\$5.50

1: Gross Profit

## Advances

We know you love writing and would do it for nothing if you could. But writers have to eat, pay rent, and pay for ink cartridges for their printer. Publishing houses offer an advance to the writer based on their best guess at how many copies of the book they will be able to sell. Usually half of the advance is given when the author signs the contract and the other half is given when the final manuscript is approved by your editor.

## Royalties

Royalties are paid to the author once the profit of the book has paid back the original advance. Royalties for a hardcover book can range up to 15 percent of the cover price and 7 percent for a paperback. The more copies your book sells, the more money you make.

## Sales

Every time a publisher prints a book, it is a gamble. A given book might sell 400 copies or get picked for a nationally known reader's list and sell a million copies. To increase sales, our marketing department will work with other departments to ensure your book has the best chance at success. You can help by working to promote your book and encouraging readers to purchase it.

## Ebooks

### What Is an Ebook?

Twenty years ago the idea of an electronic book that was portable and fit into your pocket was science fiction. Today with the development of lightweight and easy to use ebook reading devices, this has become reality. An ebook is an electronic version of the printed manuscript that can be read on an ereader device, smartphone, or computer.

### What Are the Differences Between Paper and Ebook Production?

You might think that your electronic file containing your manuscript is an "ebook." It's not. There are several differences between an ebook and a traditional printed book. The central difference between a printed book and an ebook is that the ebook has to be formatted to work with a variety of ebook reading devices. What works on your Amazon Kindle might not look as good on Barnes & Noble Nook. Our production staff are experts in transforming your manuscript into a format that looks great no matter what device the reader uses.



## Protecting Your Intellectual Property

Your work is considered intellectual property—as much “property” as your house and your car. At Fuller & Ackerman, we are aware that not everyone respects the rights given by laws and statutes, and guard your rights to ensure that no one illegally profits from your hard work. Your intellectual property is copyrighted and protected.

### Copyright

A copyright is a form of legal protection allowing the original author exclusive rights to use his or her intellectual property. The duration of the copyright protection was recently extended to the life of the author plus 50 years, and this change was upheld by the Supreme Court. (*Eldred v. Ashcroft*, 537 U.S. 186 (2003)).

Rest assured that the law is on your side when it comes to protecting your copyright both in print and digital copy. There are several international treaties created to protect your rights. Some of the laws enacted in the United States are based on these treaties. For example, The Digital Millennium Copyright Act (DMCA) Pub. L. No. 105-304, 112 Stat. 2860 (Oct. 28, 1998) addresses several important issues regarding digital material copyrights.

The moment you created your manuscript your work was covered by copyright law. You do not need to register your copyright but we recommend you do. Contact your editor for more information on how to register.

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