



Pick 'n' Mix PUBLISHING PACKAGES FROM SUE COPSEY AND CHERYL SMITH

Want to self-publish but don't know where to start?

Some questions to get you thinking:

- Are you publishing a printed book, an ebook, or both?
- Where can you find a professional but affordable editor?
- Who will create your fabulous cover?
- Should you print locally or overseas? Digital or offset?
- Will you use a distributor or sell copies direct – from your website, at events, into bookshops, or all of the above??
- What about marketing and reviews?



"So what do I do now?"

So much to think about, but don't fret! Sue Copsey and Cheryl Smith are here to help, and we'll make the process stress-free, rewarding and inclusive, consulting you every step of the way. With a combined 40+ years in publishing in the UK and NZ, we have teamed up to offer a range of great value editing, design, and project management packages to suit most needs and pocket depths, from a simple chapter book edit, design and layout to the full works on your 120,000-word, lavishly illustrated historical atlas of New Zealand.

About us

Sue Copsey is a professional book editor, and Cheryl Smith runs her own design consultancy. We have both been in publishing for more than 20 years, in-house and freelance, for major publishing houses, small presses, and independent authors. We've worked together on many projects, and now we've made it official, combining our talents to offer editing-design packages.

Sue was a senior editor at Dorling Kindersley in London for 4 years, and a freelance project manager and editor for Pearson NZ for 15 years, until their closure in 2012. She has also worked for several other NZ publishers, including Huia Publishing and New Holland. She has edited more than 100 New Zealand titles, including many award-winners, and is also the author of 8 books, 3 of those self-published. Her current clients include both traditional and independent publishers, and she is increasingly working with indie authors in the US and UK. For Sue's full portfolio and client list, visit www.suecopsey.com.



Cheryl runs her own design consultancy, Macarn Design (www.macarndesign.com), and has worked for several publishing houses, on novels, education books, recipe books, travelogues, picture books – well, all the books really. Before setting up on her own, she was Design Manager at Reed Publishing. Cheryl has won many design awards (many many awards!), and when she's not making extremely pretty books she designs shoes, cakes, Christmas cards – oh yes, and she designed and illustrated New Zealand's best-selling children's book for 2016, *Pee Wee the Lonely Kiwi*.





Publishing Packages

We've come up with a number of book editing and design packages, covering everything from a straightforward edit and cover design, to a project management option that includes liaison with printers, and advice on sales, distribution and marketing. Our pricing is extremely competitive, and we include a wealth of experience, and bucketloads of enthusiasm and creativity.

Two options:

For each type of book (picture book, novel, or illustrated non-fiction) there are two options:

- 1 editing and design, or
- 2 editing and design plus project management.

Picture Books (usually 32pp)

Always great fun to work on, here are some we made earlier:



Edited by Sue



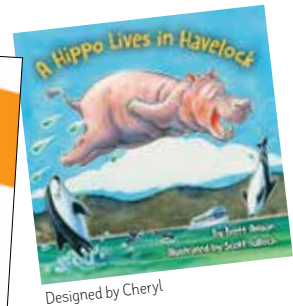
Edited by Sue



Designed by Cheryl



Designed by Cheryl



Designed by Cheryl

1. Picture book editing and design package: \$850-\$1000

Includes:

- *editing*: development, including drawing up of page plan and illustration brief (if required); copy editing (2 rounds); proofreading of laid-out text
- *design*: cover design, internal design, page layout (including 2 rounds of changes at proofreading stage), supply of print-ready PDF to author.

Notes:

- author-publisher to commission and supply own illustrations
- the variation in fee will depend on the level of editing required. For example, rhyme often needs more work than prose.

2. Picture book project management package: \$850-\$1000 plus \$50/hour project management fee

Includes (pick and choose!):

- editing and design package as above, **plus**:
- assistance with finding an illustrator
- assistance with briefing the illustrator and checking illustration roughs and final artwork
- assistance with finding a printer suited to your budget and production requirements
- liaison with printers (supply of final PDF, organising proof and advance copies, supply of printed books)
- advice and assistance re sales and distribution options
- marketing and PR assistance: copywriting and/or editing of sales blurb, AI (advance information) sheet, book reviewer information, press release; advice on where to send for book reviews, etc

Publishing Packages continued

Novels (children's, YA, adult), Biographies, Memoirs

Sue has edited more than 50 novels and short story collections, from junior fiction through to adult. She has also written and published her own award-winning junior fiction series (with a little design help from Cheryl). Cheryl believes that book design is vitally important even for a novel. And of course, the cover is everything!

Novel/biography/memoir editing and design package:

Cost: \$1,450–3,500 (see note 1)

Includes:

- development editing (if required)
- copy editing (2 rounds)
- proofreading
- editing of back cover blurb
- cover design
- internal design
- page layout (includes 2 rounds of corrections)
- supply of print-ready PDF to author
- supply of final formatted Word file ready to upload to Amazon Kindle
- conversion to and supply of epub file for other ebook retailers, if required.

Notes

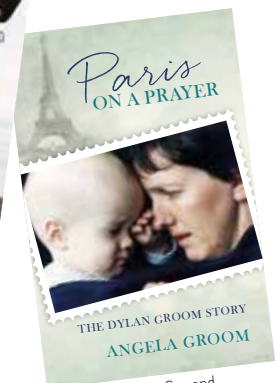
- 1 The editing component of the fee will depend on:
 - word count (usually 25,000–100,000)
 - whether a light, medium or heavy edit is needed
 - whether development is needed before copy editing begins.
- 2 There is no additional design charge for including illustrations and photos, as long as placement of images is straightforward (i.e. the text isn't designed around them).
- 3 Charges for any bought-in images used for covers and internal design will be billed to the client at the rate of purchase.

Novel/biography/memoir project management package:

Cost: editing/design fee as above, plus \$50/hour project management fee

Includes (pick and choose):

- editing and design package as above, plus:
- assistance finding a printer suited to your budget and production requirements
- liaison with printers
- advice and assistance re sales and distribution options
- marketing and PR assistance: copywriting and/or editing of sales blurb, AI (advance information) sheet (for supply to booksellers), book reviewer information, press release; advice on where to send for book reviews, etc
- Amazon (and other ebook/Print-on-demand companies): advice on how to upload (Kindle/Createspace); assistance with writing Amazon bio, sales blurb etc



All books edited by Sue and designed by Cheryl

Publishing Packages continued

Illustrated Non-Fiction (children's/adult)

Cheryl and Sue are the BOSSES at this sort of work, having worked together on many highly illustrated non-fiction books for Pearson, the world's largest educational publisher. Obscure photos tracked down, permissions wrangled out of copyright hellholes, glorious illustrations commissioned from specialist map illustrators, cartoonists, and such like.

Cost: this definitely comes under 'how long is a piece of string?'

Sorry, that's not helpful! Illustrated non-fiction can mean a

little children's book with simple pictures, or a weighty history book including all manner of illustrations, photographs and diagrams. It can be black and white or full colour. So the cost of producing this type of book varies hugely, as does the level of editorial and design input. The editing and design cost will also depend on things like whether you require assistance with permissions (e.g. copyrighted photographs), how much fact checking is needed, and how highly designed you want your book to be (e.g. do you want all the photos bunched in the middle, or do you want the text designed around the images, with leader lines, vignettes, etc). It wouldn't be helpful putting in a price range for this package, just get in touch to tell us all about it and we'll take it from there.



All books edited by Sue and page layout by Cheryl

Still not sure what you need? This handy table should help:

Type of book	Can't do without	Nice to have
Ebook only	<ul style="list-style-type: none"> • Copy editing, including formatting • Cover design (front cover only) • Proofreading • Editing of blurb 	<ul style="list-style-type: none"> • Manuscript assessment and/or development editing • Writing blurb from scratch • Assistance with uploading to Amazon, Kobo, etc • Marketing/PR advice and assistance
Ebook + print on demand (POD – Amazon Createspace and/or Ingram)	<ul style="list-style-type: none"> • Copy editing, including formatting for ebook • Cover design – front, back, spine • Internal design • Page layout (typesetting) • Proofreading • Editing of blurb 	<ul style="list-style-type: none"> • Manuscript assessment and/or development editing • Writing blurb from scratch • Assistance uploading to Createspace/Ingram • Assistance uploading to Amazon, Kobo, etc • Marketing/PR advice and assistance
Print run only (offset or digital)	<ul style="list-style-type: none"> • Copy editing • Cover design – front, back, spine • Internal design • Page layout • Proofreading • Editing of back cover blurb 	<ul style="list-style-type: none"> • Manuscript assessment and/or development editing • Writing blurb from scratch • Assistance with printing (obtaining quotes, liaising with printers) • Sales/distribution advice • Marketing and PR advice and assistance
Print on demand (POD) only	<ul style="list-style-type: none"> • Copy editing • Cover design – front, back, spine • Internal design • Page layout • Proofreading • Editing of blurb 	<ul style="list-style-type: none"> • Manuscript assessment and/or development editing • Writing blurb from scratch • Assistance uploading to Createspace/Ingram • Marketing/PR advice and assistance
All the books! Ebook, POD, print run (offset or digital)	<ul style="list-style-type: none"> • Copy editing • Cover design – front, back, spine (2 different versions for 2 print editions) • Internal design • Page layout • Proofreading • Editing of blurb 	<ul style="list-style-type: none"> • Manuscript assessment and/or development editing • Writing blurb from scratch • Assistance uploading to Amazon, Kobo, etc • Assistance uploading to Createspace/Ingram • Assistance with printing (obtaining quotes, liaising with printers) • Sales/distribution advice • Marketing and PR advice and assistance



What's the process and how long does it take?

So you decide you'd like us to edit and design your book. What happens, and how long is this likely to take? Here's the order of play:

- Initial assessment of manuscript's editing and design requirements; estimate of cost. At this point, we'll also discuss timing.
- At start date, Sue edits the first chapter (or a few pages if a picture book) and Cheryl uses this to create a sample design and begins work on the cover concept. (Author can pass on ideas to Cheryl for the cover, plus any possible cover images of their own, or Cheryl can source an image from a stock library as required.)
- Editing continues; cover concept and internal design are supplied to author (and Sue) for review.
- On completion of the edit, the manuscript is returned to the author for review.
- Author returns manuscript to Sue for '2nd edit'. If no further changes or corrections, page layout begins.
- 'First page proofs' supplied as a PDF to author and Sue, for proofreading.
- Author sends Sue any corrections, which she adds to her own before returning PDF to Cheryl for updating.
- Sue edits the back cover blurb and supplies to Cheryl.
- 'Second page proofs' to Sue and author for checking, and so on until we have final page proofs, which are supplied to author with the final cover file. These are the final PDFs. If design and editing package only, Sue and Cheryl's involvement ends here. If project management package, they continue liaising with the printer re proof copies, advance copies, and progress into any other services required.
- The usual amount of time from start of editing and design to supply of final PDF is up to three months, depending on Sue's and Cheryl's workload and the complexity of the project.



Payment Terms & Conditions

- 1 Editing and design packages: For new clients, we will ask for a 50% deposit of the estimated fee before work begins. The balance will be invoiced on completion. For regular clients, no deposit required; invoice on completion.
- 2 Project management packages: For new clients, 50% of estimated fee before work begins, then monthly invoicing until completion of project. For regular clients, monthly invoicing once work on the project has begun.



Endorsements

As a first-time author I was apprehensive about the editing and design stages of my book. I am incredibly grateful to have had the opportunity to work with Sue and Cheryl, as they went above and beyond, making the whole process easy for me. They make an excellent team and were a pleasure to work with. I look forward to working with them again when I publish my next book (which I will be writing soon since my first one is doing so well – thanks to them!).

– Matt Earle, author, *Blade NZ*



I highly recommend Sue and Cheryl, for their professionalism and expert guidance.

Sue moulded my words into a tighter and more polished version of my manuscript, of which I am now very proud. Her personal approach, efficiency, and the regular updates she provided me with, left me motivated and excited to continue towards final publication. Her encouragement towards me, a first-time author, was uplifting. I will be forever grateful to Sue for helping turn my dream into reality.

Cheryl's design concept for my book was so good it left me speechless! She captured the essence of the emotion inherent in my story in a series of poignant and heartfelt designs, the nuances she added leaving me with no doubt she's the best there is in her field!

Best wishes, Sue and Cheryl, on your collaboration. I know there will be many clients like myself who will benefit from your expertise. I feel privileged to have had you both with me on my journey to seeing my book in print.

– Angela Groom, author, *Paris on a Prayer, The Dylan Groom Story*



Find out more and get in touch

Sue's website, including portfolio and testimonials: www.suecopsey.com

Cheryl's website, including portfolio: www.macarndesign.com

We are happy to supply references.

If you'd like to discuss your project, or ask for a sample edit or quote, please contact us via email:

Sue (sue.copsey@extra.co.nz) or Cheryl (macarndesign@gmail.com)