

# 20 QUESTIONS TO ASK A POTENTIAL PUBLISHING PARTNER

*There are many potential publishing partners out there - here's the essential checklist to help you decide which one's right for you.*

1. How much experience of publishing do you have?
2. What do your authors say about you?
3. Exactly what is included in the fee you quote?
4. What extras are available and at what price?
5. What's the schedule for payment of the publishing fee?
6. What level of editorial support do you provide as standard?
7. What will I pay to buy copies of my own book?
8. Will you charge me for warehousing costs?
9. Can you get my book into bookshops and libraries (ie do you keep stock in a warehouse and have a rep team actively selling to booksellers and librarians)?
10. Will you distribute my book internationally?
11. Will you create ebooks, and if so what channels will you sell them through?
12. Can I sell copies of my book directly and retain all the revenues?
13. What royalty do I receive on other sales, and how often do you pay them?
14. What will you do to market my book?
15. What's your timeline for publication?
16. Do you actively sell translation rights on my behalf?
17. Do I retain copyright in my work?
18. Do you comply with standard bibliographic practice, including supplying metadata to Nielsen/Bowker and supplying copies to copyright libraries?
19. Can I request bespoke print-runs of my book, eg branded for corporate clients?
20. Can I get copies of the final files?

*See next page for a comparison tool...*



**Practical Inspiration**  
PUBLISHING

# COMPARISON TOOL

Use this page to compare your publishing options



|  |  |  |
|--|--|--|
| How much experience of publishing do you have?   | 25+ years as an editor and publisher, plus experience of bookselling and writing   |  |
| What do your authors say about you?  | See <a href="http://www.alisonjones.com/they-say">www.alisonjones.com/they-say</a>   |  |
| Exactly what is included in the fee you quote?   | Editorial/strategic coaching, cover/page design, development editing, copy-editing, typesetting, proof-reading, file creation, distribution & rep force, sales & marketing, rights sales (see <a href="http://alisonjones.com/publishing">alisonjones.com/publishing</a> ) |  |
| What extras are available and at what price?   | Audio book (from £2K), bespoke PR package (£2K), writing coach/illustrators, launch party (by arrangement), 6-month mentorship (£5,950) + VAT  |  |
| What's the schedule for payment of the publishing fee?   | 50% on signature, 25% on delivery of manuscript, 25% on publication - a fair balance of risk   |  |
| What level of editorial support do you provide as standard?  | 6 hours of business book coaching, development editor manuscript review, full copy-editing   |  |
| What will I pay to buy copies of my own book?  | Manufacturing/shipping cost + 15% handling fee   |  |
| Will you charge me for warehousing costs?  | No   |  |
| Can you get my book into bookshops and libraries?  | Yes, our books are warehoused and we have a rep team in UK/Ireland and representation partners in North America/Australia  |  |
| Will you distribute my book internationally?   | Yes, we distribute to all territories  |  |
| Will you create ebooks, and if so what channels will you sell them through?  | Yes, we create epub and mobi files, and distribute to 30+ ebook channels worldwide, including Kindle, iBooks, Google Books, Overdrive, Scribd etc  |  |
| Can I sell copies of my book directly and retain all the revenues?   | Yes  |  |
| What royalty do I receive on other sales, and how often do you pay them?   | 75% net receipts royalty on all sales we make on your behalf, paid quarterly   |  |
| What will you do to market my book actively?   | Full marketing plan for each book, inc reps' briefing, pitching for reviews/features, approach to blogs/podcasts, NetGalley, Blinkist, social media campaigns  |  |
| What's your timeline for publication?  | 6 months after delivery of final manuscript  |  |
| Do you actively sell translation rights on my behalf?  | Yes, we have a dedicated and experienced rights team actively selling translation rights   |  |
| Do I retain copyright in my work?  | Yes  |  |
| Do you comply with standard bibliographic practice, inc supplying metadata to Nielsen/ Bowker and supplying copies to copyright libraries? | Yes  |  |
| Can I request bespoke print-runs of my book, eg branded for corporate clients?   | Yes, at cost + 15%   |  |
| Can I get copies of the final files?   | Yes, on request  |  |