



Practical Inspiration
Publishing



PUBLISHING WITH PRACTICAL INSPIRATION

A guide for business book authors

Introduction

If you're reading this, it's more than likely that you've got a business or self-development book in you. It might be a glint in your eye at this point or it might be a full draft manuscript, but whatever stage you're at, you know that you want to partner with a publisher who will help you create the best book you possibly can, and get it out into the world as effectively as possible.

That's where we come in.

Since 2014, Practical Inspiration Publishing has been dedicated to helping business leaders and entrepreneurs write and publish superb books, which work harder for the businesses behind them. Our unique combination of business and coaching expertise together with traditional publishing experience and international sales and marketing partners make us the natural choice for business authors who want the highest standards of quality underpinned by exceptional support and a high level of control. Because this is not just about your book, it's about your business and your brand.

Read on...

Contents

02. INTRODUCTION

04. WHY US?

06. OUR PROCESS

08. WHAT OUR AUTHORS SAY

10. OUR TEAM

12. OVER TO YOU

Why us?

5 reasons why authors choose
Practical Inspiration

1 We understand business

You want this book to work hard for your business – we get it. From helping you develop your IP into a distinctive business asset to incorporating your branding, linking your book to your website to buying copies at cost, and with a simple process for bulk buys for your clients, we help you use your book to build your business from Day 1. And because we know how tough it is to write a book alongside running a business, we support you all the way.

2 We focus on quality

Most publishing partners aim to push your manuscript through their systems as quickly as possible: we're a bit more 'hands on'. We'll challenge and support you to develop your thinking, to take your book to the next level, even if that takes a bit longer. (You'll thank us for it.) With over a century of publishing experience in our core team – including companies such as Penguin, Oxford University Press and Macmillan – we're fanatical about editorial standards, and our industry-leading design and production team work hard to create bespoke cover and page designs that bring your vision beautifully to life, with the highest level of accessibility standards and top-quality metadata. One author described working with us as '*an exercise in going from good to great*', and the many awards our books have won prove the point.



Helen Beedham, winner of People, Culture and Management Business Book of the Year 2023

3 Our support is unparalleled

Right from our first call, we help you clarify and develop your idea and coach you not only in the writing itself, but in how to use the writing process to build your business, your network and your profile. Our development editors help you refine and improve your beta draft, and throughout the process you have real-time access to our team through a dedicated Slack channel, as well as regular one-to-one calls. Our elearning platform has a wealth of information on technical issues such as endorsements and permissions as well as marketing.

And it doesn't end when your book is published: our post-publication author pod provides ongoing support and inspiration for using your book more effectively in your business, and we'll continue to promote you for speaking and publicity opportunities for the lifetime of your book.

4 Everything you'd expect from a publisher, and more

Most publishing partners effectively operate a self-publishing service, making your book available only through print-on-demand (POD): we are firmly established in the traditional book trade. We work with distribution agents and sales representatives to get your book into the global book supply chain, with books warehoused around the world and actively sold into key trade accounts, bookshops, libraries and university campuses by reps on the ground in the UK, Europe, North America, Australia and New Zealand, the Middle East, India and South-East Asia. All titles are listed in buyers' guides and in bookseller tools such as Edelweiss / NetGalley, and represented at major book fairs.

Our rights manager works hard to secure translation and other deals on your behalf, and our ebooks are included in over 30 retail and library platforms, including public and academic collections.

The book trade is much bigger than Amazon, and we cover it all.

"My expectations were high, and they were exceeded. From start to finish, there was a consistent commitment to quality and excellence."



- Rob Wozny, author of
Storytelling for Business

5 We operate with integrity

There are no nasty surprises when you work with us. Our pricing is clear with no hidden extras, and fees are paid in instalments so you can be sure you're happy with progress. You receive 75% of net revenue from sales and you buy your own books at cost, so you can use them as you please in your business, because we know that's where the real ROI lies.

We print and warehouse stock at our own expense, meaning you don't pay for unsold or returned copies, and we pay royalties quarterly, with clear reporting.

If there's a problem, we put things right; if you have a question, we answer it.

Integrity is uncommon these days: for us, it defines everything we do.



The authors we work with share our core values: they are innovative, collaborative, experienced, principled and energetic.

Your book...



...our process.

TYPESETTING

Once you've approved the copy-edited manuscript and page design, these go to the typesetter to be set as pages, incorporating any illustrations

8

PROOFREADING

The proofs are read closely by a professional proofreader to check that no errors remain, and that the pages look perfect - then the revised proofs are checked again

9

FILE CREATION

Once you've signed off on the final round of proofs, we create print-ready files for the print book and ebook files for our digital asset distribution system

10

PRINTING

Our UK-based printer checks the files carefully and prints the first run, drop-shipping your copies direct to you and sending the rest to our warehouses worldwide

11

DISTRIBUTION

The stock is booked into the warehouses and shipped out to Amazon, wholesalers and individual booksellers ready for sale to readers worldwide

12

SALES & MARKETING

Our marketing - both traditional and digital - peaks at launch, though it starts much earlier and continues well after publication; the reps focus on generating trade orders; and our rights team target translation and other deals

13

PUBLICATION!

Congratulations - your book is out! We'll be celebrating alongside you and helping you make the most of this amazing achievement, personally and professionally

14

**Post-publication
support**

It doesn't end here: we continue to promote and support our authors long after publication...

What our authors say

Here are just a few of the lovely comments we've had from our authors over the years. But you don't have to take our word for it: if you'd like to talk to any Practical Inspiration author to find out what they think about us just reach out to them directly and ask - or we can put you in touch if you prefer.

"The way you support your authors is outstanding; and I love the fact it doesn't stop when the book is published.... The book is a really professional product and your services have exceeded my expectations."

- Anna Meller, #Upcycle Your Career



"My first book was managed by a traditional publishing house; I have to say this was a significant improvement. I am delighted with the look and feel of the finished product."

- Tony Llewellyn, *The Team Coaching Handbook* and *Big Teams*



"I cannot say enough about how good it has been to work with Alison and her team. Every member of the team is highly skilled, cheerful, and prompt. They are absolutely top-notch."

- Moira Somers, *Advice That Sticks*

"You never feel like just another number. Communication is thoughtful, responsive and two-way. You really feel like you've got a publishing team behind you, and that doesn't stop once you're published."

- Grace Marshall, *Struggle*



"Where Practical Inspiration stood out was in the commitment to working in partnership with me. That translated into author coaching calls, consultation at every stage of design and production, and the building of a relationship that is allowing my book to flourish now that it is out in the world."

What did I find most valuable? The exceptionally speedy responses to any question that I had, the excellent steering from Alison and her team, and the ability to listen, so that the final book was a truly collaborative effort."



- Alice Sheldon, *Why Weren't We Taught This at School?*

"I felt supported throughout the entire process, from commission to print. At every stage Alison and the team were available to provide really useful advice and guidance. I love the way Alison weaves structure and deadlines alongside empathy and support for the inevitable low confidence moments. The beta reading process and first content editor's report were especially useful in helping me to craft the final text. The marketing support was also hugely helpful."



Publishing a book is simultaneously exciting and terrifying and the PIP team helped me to navigate the highs and lows with such supportive professionalism."

- Becky Hall, *The Art of Enough*

Our team

With more decades of publishing experience than we care to admit to between us, from editorial to production to marketing to rights, you're in safe hands all the way. Here are just a few of the folk who'll be getting behind your book...



Alison Jones is the founder and director of Practical Inspiration Publishing. After 25 years with companies such as Chambers Harrap, Oxford University Press and Macmillan as an editor, publisher and most recently Director of Innovation Strategy, she founded Practical Inspiration in 2014 as a pioneering new publishing brand for business and self-development books. A former member of the Independent Publishing Guild board and Head Judge of the Business Book Awards, she also hosts The Extraordinary Business Book Club podcast. She coaches every PI author on planning and writing their book, and making it work harder for their business.

Shell Cooper is the lynchpin of the operation, providing support to authors, managing finance and royalties, and keeping everything running smoothly. Before joining Practical Inspiration, Shell ran her own Virtual Assistant business and she's an engineer by training: we think she might just be the most organized person on the planet. (She also has a PhD, so that's Dr. Cooper to you...)



Our Sales and Marketing Manager **Nim Moorthy**, formerly at Pluto Press, plans a bespoke campaign for each book in consultation with the author. He also liaises with our sales reps and partners around the world so they can start selling in your books to the major chains and bookshops, well ahead of publication.



Michelle Charman, our Publishing Assistant, expertly handles titles through production in liaison with the project manager for each book, and also handles reprints and bulk orders after publication. With over 25 years experience with publishers including Hamlyn, DK and Penguin, she's a total publishing pro.

Frances Staton is our Bibliographic Assistant, responsible for the metadata that ensures all retailers (online and physical), book buyers and readers can discover, access and buy your book. She has over 30 years' experience in the publishing/bookselling industry, formerly working for a major international wholesaler.



Paula van Eenennaam Sánchez, our Digital Marketing Assistant, manages all things social media: from designing creative content and establishing contact with podcasts and influencers, to analysing our overall performance so that our titles reach a wider audience.

Our Rights Manager is **Clare Hodder**, former Head of Rights at Palgrave Macmillan and Chair of the Publishing Association's Copyright Committee; she is constantly looking for opportunities to sell translation and other rights to a range of international partners throughout the world .



We have a whole team of Development Editors - formerly at Macmillan, Routledge, Kogan Page and more - who work closely with our authors to give feedback on the first draft.

Our production and design team is **Newgen UK** - they handle all the production essentials: project management, page and cover design, copy-editing, typesetting, proofreading, indexing, file conversion and so on. They can also help with additional requirements such as sourcing illustrators or providing marketing materials.

Our sales representatives around the world are:

Compass IPS (UK and Ireland), Durnell Marketing (Europe), Two Rivers (North America), Booktopia (Australia and New Zealand), Avicenna (Middle East), Maya Publishers (India), The White Partnership (rest of South-East Asia except China).

In other territories, our books are available via distribution partners.

We also have preferential rates for our authors with The Book Publicist, Bookswarm and other partners to bring in specific expertise in areas such as PR and website design.



Practical Inspiration
Publishing

OVER TO YOU

It all starts with an exploratory call.

Book yours today:

<https://practicalinspiration.com/about>



info@practicalinspiration.com



www.practicalinspiration.com