

Proprint

Your self-publishing & custom print partners



(01733) 371825
www.proprintpublishers.co.uk



Welcome



Dear Author

Welcome to the **Proprint** world of self-publishing and custom print.

For more than 10 years we have worked with authors and poets like you who aspire to see their original literature or poetry in print.

For many of these creative individuals having their own book published is the start of a full-time literary career whilst for others it is the culmination of a life-long dream.

Whatever the personal motivation, all of us here at **Proprint** believe we are privileged to be given the responsibility and trust of turning much cherished manuscripts into new publications.

However, we understand that for many first time authors the publishing process can seem confusing and daunting. Due to this we have produced this brochure which we hope will clearly explain the options and choices available to you and factors you should consider.

We appreciate that many new authors may be tentative about taking the first steps to publication and hence would enjoy showing you around our office and factory so you can see for yourself how we transform raw manuscripts into beautifully finished books.

Please contact us today to arrange your visit; the team and I look forward to seeing you soon and perhaps starting you on the road to publication!

Best wishes,

Jackie Littlejohn

General Manager



Proprint was established more than 10 years ago as a service for the hundreds of thousands of people, groups and organisations who aspire to have their original stories or creative works published in book form.

Working as your self-publishing & custom print partners **Proprint** undertakes the entire print process for you; from typesetting and formatting your manuscript, to providing proofs, to making any amendments, to helping you choose any illustrations, to designing your book cover, to actually printing your book, to advising you of ways of selling and marketing your publication to potential customers.



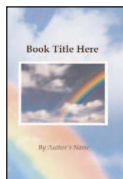
With **Proprint** you have a range of options to enable you to see your writing in print.



Softback books

Page 4

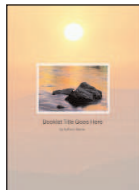
Our individually designed professional softback books are for 40+ pages with a laminated cover designed exclusively for you. Both black and white and colour illustrations can be included to produce a top-quality publication suitable for mainstream sale.



Slim Volumes

Page 10

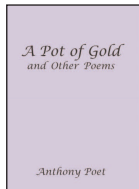
These perfect bound books include between 36 and 72 pages. They have a choice of six cover designs and are finished to a size of approximately 120mm by 180mm.



Colour Booklets

Page 11

Suitable for 24 to 32 pages with a choice of eight colour cover designs. All booklets are stapled.



Shades Booklets

Page 11

Stapled booklets with a choice of colours for both inside pages and cover. Again suitable for 24 to 32 pages.



Address Books & Diaries

Page 12

Our beautifully presented poetry address books and diaries each include 12 of your own poems integrated into either 12 letters or each month.



Postcards

Page 13

You can now send your poetry far and wide with your own custom printed postcards featuring your own poem and a picture of your choice.

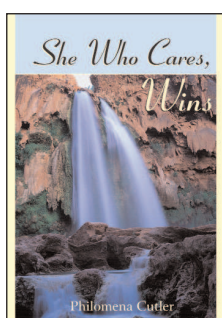


Softback books: Factors for you to consider

What other pages do you want to include in your book?

Apart from the main body of your text you should consider the other pages which are often included in a professionally produced book. These are listed below in the order they should appear, with details of whether they appear on a right page (recto) or left hand (verso) page. Those marked with an asterisk are essential, whilst others are optional.

Page	Contents	Position
Half-title	The title of the book only	Recto
Reverse of half-title	Blank or lists the author's previous publications	Verso
Title page*	Full title and any subtitle plus the name of the author	Recto
Reverse of title page*	Date of publication, the publisher's name and address, copyright information, the printer's name and address, ISBN	Verso
Contents	Chapter headings or poem titles	Recto
Foreword	An introduction written by someone other than the author	Recto
Introduction	An introduction written by the author	Either
Acknowledgments	Thanks to those who helped with the book	Either
Dedication	To whom the book is dedicated to	Either
Start of book text	Main pages of the book	Recto
End pages	These follow the main pages of the book and can include appendices, references and index	Recto

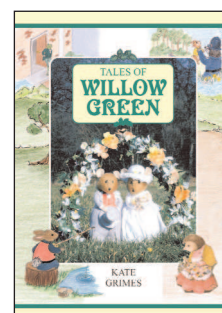


What will be the name of your publishing venture / publisher?

It is normally advisable, for the sake of credibility, to choose a name for the publisher that appears to have printed your book. This name (known as a publisher's imprint) should be different from your own name and will appear on the publication page of your book.

Do you want to include illustrations in your book?

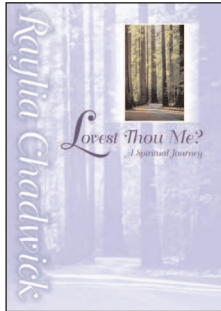
Black and white and colour illustrations may be included in your book. There is an additional charge for these and it is best to supply the originals.





How many pages in total will your book be?

For general prose (literature) and poetry you need to estimate how many pages your publication will be in order to work out the production cost.



For prose there are approximately 375 words per page and one extra page per chapter or short story.

For poetry it is best to plan to include each poem on a new page, bearing in mind that each page has 36 lines. When estimating the number of pages required it is important to remember to include the spaces between the title and the poem and between the verses.

Should your book actually include more or less pages than estimated Proprint will notify you at the earliest opportunity and inform you of the revised cost.

Do you want to include an ISBN and barcode?

An ISBN (International Standard Book Number) is the product number of your book that usually appears on the back cover above a corresponding barcode.



ISBN barcode image by Layton Findlater

ISBN references are used by publishers, booksellers and libraries for ordering, listing and stock control purposes. It enables them to identify a specific edition of a specific book from a specific publisher.

There is no legal requirement to have an ISBN and barcode and it conveys no form of legal or copyright protection. However, if you wish to sell your book through a major bookselling chain, or Internet booksellers, an ISBN will be required.

To obtain an ISBN in the UK and Republic of Ireland publishers (and authors who are also acting as publishers) must contact the UK International Standard Book Numbering (ISBN) Agency Ltd directly.

The standard service time is 10 working days although a fast-track 3 working days is also available. There is a charge to obtain an ISBN, however this is an one-off registration fee payable by all new publishers regardless of the number of ISBN references required. Unfortunately it is impossible to obtain a single ISBN reference as they are only issued in minimum blocks of 10.

Should you decide to include an ISBN reference on your new book, Proprint will generate a corresponding barcode for it at no extra cost for inclusion on your back cover.

The UK International Standard Book Numbering (ISBN) Agency Ltd:

Telephone: 0870 7778712 **Fax:** 0870 7778714 **Email:** isbn@nielsenbookdata.co.uk

How many books do you want printed?

It is important to be realistic: there is nothing more soul destroying than having boxes full of books simply sitting around because you are unable to sell them. Think carefully about the potential audience for your book and where they are based; are there many people that would buy your book locally?

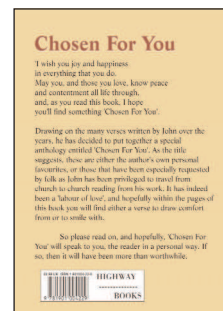
Also think about how potential buyers will hear about your book and the amount of time you have available to promote it. Once you have done some homework and thought through these questions you will have a much better idea of how many books you will need.

Proprint advises that it is best to have between 200 and 400 books printed initially; you can always have a reprint done if sales go really well.

What are you going to say in your book's blurb?

The blurb is the short piece of text that appears on the back cover of your book. It's purpose is to encourage people to buy your book.

When writing this it is important to put yourself in the position of publisher, rather than author, and unashamedly sing the book's praises. This is not the time to be modest! If you are having trouble writing the blurb for your book, go to a local book shop or library and read the blurbs on other books. Or ask a friend who has read your manuscript to try and write it for you. Also include review quotes if you have them from anyone else who has read your work and doesn't mind being quoted.



It is worth spending time and effort on this; it should be one of the most arresting pieces you have ever written!

Have you thought of a selling price for your book?

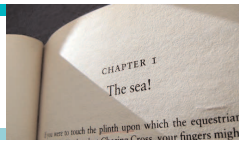
When considering the selling price of your book, it is important you take into account all the expenses you may incur producing and promoting it for sale.

Once you have calculated these costs you will be able to work out the minimum number of books you need to sell at a set price to cover your expenses. Any sales above this number represent a profit for you.

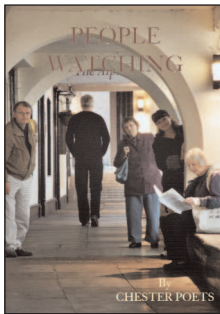
If you plan to sell copies to book shops be aware they will expect a substantial discount, often in the region of between 35% and 50%. It is a good idea to research how much similar books are currently selling for in book shops as this will give you an idea as to how much potential readers will be prepared to pay for your book.

Once your book is printed you can begin the marketing process. **Proprint** will issue a helpsheet to assist with this at proof stage so you have plenty of time to plan ahead.

Softback book: Factors for you to consider



Have you thought about the cover design of your book?



The cover design of your book should be eye-catching and memorable and reflect the book's content and title. As part of our service, the Proprint design team will create a cover design for you based on your suggestions and any illustrations provided and send you a proof copy for your review before it goes to print.

The title of your book should also be catchy and give a good idea of what the book is about. If it doesn't, consider including a subtitle to go with it.

What are the stages of the publication process?

Stage 1

Prepare your manuscript (as indicated on the previous page) and complete an order form, ensuring you complete the section on cover details. Send these, along with your deposit, to Proprint.

Stage 2

We typeset and format your book, then send you a typeset copy for you to review.

Stage 3

You proofread the typeset copy, mark any corrections clearly and return it to us. It is important to take particular care at this stage and remember that you must inform us of any changes required. You can send us your ISBN reference (if applicable) as soon as it is available.

Stage 4

We correct the typeset copy (if necessary) and send you corrected proofs for your approval. At this stage you will also receive a proof copy of your book cover.

Stage 5

You check the proofs, including the cover proof, and mark any final corrections that need making. Return these to us with the remainder of your balance.

Stage 6

If any illustrations are required in your book, these are added once all the text is approved. Another proof will be sent to you showing the illustrations as they will appear in your book. No further text changes are recommended after the illustrations are placed in the book.

Stage 7

We make any final corrections necessary and then print, bind and despatch your book in the quantity ordered.

The above are guidelines only for the production of a typical book. We would recommend authors not to book any form of book launch until you have received your complete order. On average please allow between 12 and 16 weeks for your book to be produced.



Softback book: Factors for you to consider

Would it help to see a sample copy of a book?

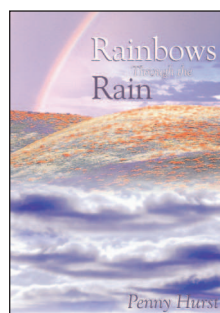
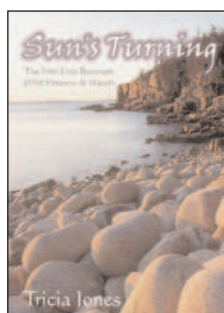
Seeing is believing and we know some authors find it valuable to see a sample copy of a book produced by Proprint before deciding to go ahead.

To ensure you receive a sample similar to your proposed book please tell us a little about your planned publication including number of pages and whether you wish to include illustrations. There is a flat fee of £5 for sample books which includes post and packaging.

What's included with the Proprint service?

With Proprint the following is included in the one-off all-inclusive cost of your publication:

- **The printing of your name and the publication's title (and subtitle if required) on the front cover and a 200 words 'blurb' or author profile on the back;**
- **Typesetting, formatting and layout of your manuscript;**
- **Production of at least one proof;**
- **Cover design;**
- **Corrections to your manuscript's proof;**
- **Printing of all pages;**
- **Printing of the selected cover in colour;**
- **Laminating of your cover;**
- **Delivery to one UK mainland address;**
- **The on-going advice and support of our experienced and dedicated production team;**
- **Over 10 years experience of producing professional quality publications and providing guidance to authors.**

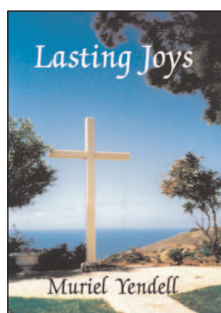
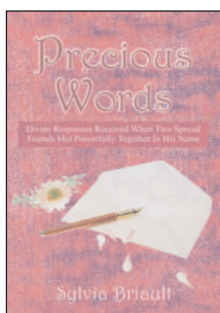


Softback book: Factors for you to consider

Once you have decided to go ahead with your proposed book, it is a good idea to follow this simple checklist:

Checklist

- ☐ Make sure alterations to your typed manuscript are clear and made above the line.
- ☐ Words in italics or bold should be clearly indicated as such.
- ☐ Only use other people's work in your book if you have written permission.
- ☐ Estimate the number of pages your finished book will have including all preliminary and end pages.
- ☐ Don't worry about sending in your ISBN reference (if including one) with your manuscript. You can send this in later with your corrected proofs.
- ☐ Send with your manuscript any end pages you would like included in your book.
- ☐ Include any illustrations that you want to use in your book.
- ☐ Also include any illustrations or photographs for your front cover and the blurb for the back cover.
- ☐ Send your manuscript and all related items by registered post or recorded delivery. Never send the only copy of a manuscript.



Top Tips

Thoroughly check your manuscript for errors before you send it in. Errors identified later can be costly and time-consuming to rectify.

Type your manuscript rather than hand write it. We accept hand written manuscripts, however those difficult to read may incur an additional charge as they take our typesetter much longer to prepare.

If you have your work on disc please send this with a hard copy of your manuscript.

If you require a particular layout, spacing, font or sizing please clearly indicate this on your manuscript. If there are no special instructions we will use our standard format for your book.

Slim Volumes

These perfect bound 36 to 72 page books are a brilliant, cost-effective and easy way to have your book published.

Simply choose one of the six standard full colour cover designs for your book (or opt for your own choice of cover for a small additional fee), tell us the number of pages needed, send us your manuscript and we'll do the rest.

You can also send us your colour or black and white illustrations to include in your Slim Volume and these will be reproduced in black and white in your book. The cost for this additional service is just £15 for the first photograph or illustration and £10 for each subsequent image.

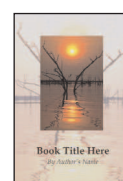
What are the guidelines for estimating the number of pages needed?

Your book must include at least two preliminary pages; the title page (the first page) and a copyright information page (the reverse of the title page). You may also want to include other preliminary pages such as a dedication page, a foreword or introduction page, an acknowledgments page and a contents page. These should all be included in your final page count.

If your Slim Volume is for poetry, there are 32 lines available for your text on each page. Also remember to allow for empty lines between verses and between the title and poem if applicable. For Slim Volumes made up of normal text please allow up to 300 words per page. Headings and subheadings will reduce the overall number of words on a page by approximately 30.

What's included in the price?

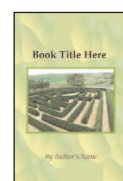
- **Typesetting and layout of your manuscript;**
- **Artwork for your chosen cover design;**
- **Production of pages and cover proofs for you to check;**
- **Corrections made to your proofs and issuing of a final proof for your approval;**
- **Printing of your Slim Volume pages on 80gsm book paper;**
- **Printing of your cover in colour plus lamination of cover;**
- **Perfect binding and finishing of your book;**
- **Delivery to one UK mainland address.**



Reflections



Waterfall



A Maze In



In Flight



Rainbow



Serenity

Colour booklets and Shades booklets



Colour booklets and Shades booklets are perfect for authors looking for their first step into publishing.

Ideal for a short story or a small selection of poems each has between 24 and 32 stapled pages and has been designed to be distinctive yet simple and economical.

Each booklet is A5 in size and features the publication's title and your name on the front and has space for a 200 word blurb or piece about yourself on the back.

Please allow 36 lines for poetry per page (including the title and verse breaks) and 350 words for prose.

Colour booklets

These booklets have a choice of eight attractive colour cover designs including four featuring eye-catching images.

The cover is printed on 250gsm card and is laminated.

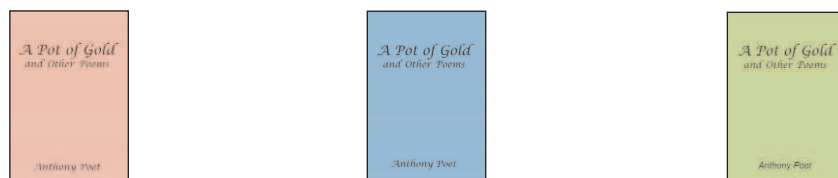


Shades booklets

These mix and match booklets feature a choice of colours for both inside pages and the cover; you simply choose the colour combination that suits you (one combination only).

Whilst the cover does not feature any illustration, the cover text is printed using a stylish calligraphy font. The inside text is printed using the Arial font.

The cover is a 160gsm card.

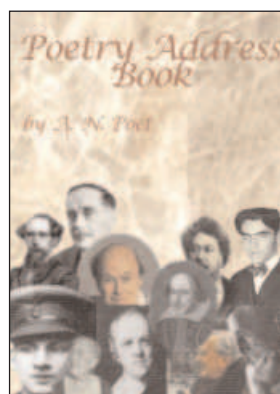




Address books and diaries

Beautifully personal books for you to cherish

As well as Slim Volumes, A5 booklets and full size books, [Proprint](#) also produces beautiful address books and diaries featuring your own original poems. These make truly delightful unique gifts that can be enjoyed all year round.

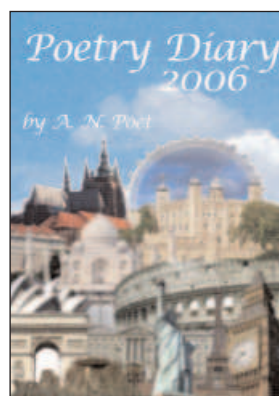


Our beautifully presented poetry address books and diaries each include 12 of your own poems integrated into either 12 letters or each month.

Each poem can be up to 26 lines long (including title and verse breaks), providing you with enough scope to unleash your creative talents!

Both books are stapled, A5 in size and have a smart laminated colour cover in a design of your choice.

Inexpensive and easy to order, these custom print gifts are a fantastic way for you to share your own favourite poetry with friends and family.



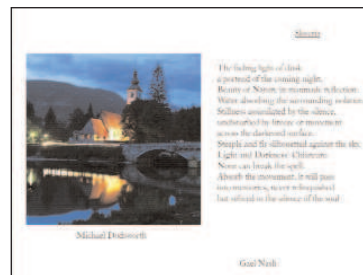


Become a Postcard Poet!

You can now send your poetry far and wide with your own custom printed postcards featuring your own poem and a photograph of your choice.

Fantastically eye-catching, and a great way to encourage people to read your original poems, these postcards can be printed in either black and white or full colour.

The minimum order is for just 100 postcards.



“

I'd like to express my deepest thanks for the excellent job you did producing my book 'Partisan's Waltz'. My 100 copies arrived last week, even before I expected them. Although there were aspects of the project that I was concerned would not work out as I hoped, you solved each of those problems beyond my expectations with professional expertise. May I also take the opportunity to complement you on your staff, who are friendly and helpful in every communication. So thanks again for a job well done and for making the process of publishing an exciting and enjoyable one.

David Russell

”

“

I am delighted with my book (Legacy of Faith) and look forward to seeing the next one in print. An ambition came true. Thank you all...

Marjorie Brown

”

“

Many thanks for printing the Chester Poets Anthology 'People Watching' which arrived last week. We are all very pleased with it and the excellent service you provided as always. Special thanks to your Art Department for the cover.

Sheila Parry (Chester Poets)

”



Frequently asked questions

Q: How much does it cost to have a book published?

A: The actual cost of having a book published by **Proprint** depends on the number of pages and the number of books required. For example, it costs far less to produce 200 books of 176 pages than it does to produce 500 books of 360 pages. The same principle applies to the production of Slim Volumes. Including black and white or colour (or both) illustrations also adds to the price. Please see the pricing table on the price list for more information.

Q: Can **Proprint actually sell the books on my behalf?**

A: Unfortunately not, however, we can advise on effective methods of marketing your new book and potential target audiences you can approach to generate sales. A helpsheet is issued to all authors.

Q: How long does it take to have my book or booklet published? What about the Poetry Address Books and Poetry Diaries?

A: The publishing process has several stages and it can be several weeks from the time you submit your manuscript to the time you receive your books. However, our customers tell us the end result is worth the wait! Generally it takes eight weeks for a Shades booklet to be produced, eight to 10 weeks for a colour booklet, 10 to 14 weeks for a Slim Volume, and between 12 and 16 weeks for a softback book. Poetry Address Books and Poetry Diaries take between eight and 10 weeks to produce.

Q: Can I speak to other authors who have used **Proprint?**

A: We have thousands of happy customers (including many repeat customers) and will be delighted to put you in touch with any of them. Just ask!

Q: What is classed as a page?

A: In publishing each side of paper is classed as a page. For example, a book containing 10 leaves of paper inside the cover will actually contain 20 pages.

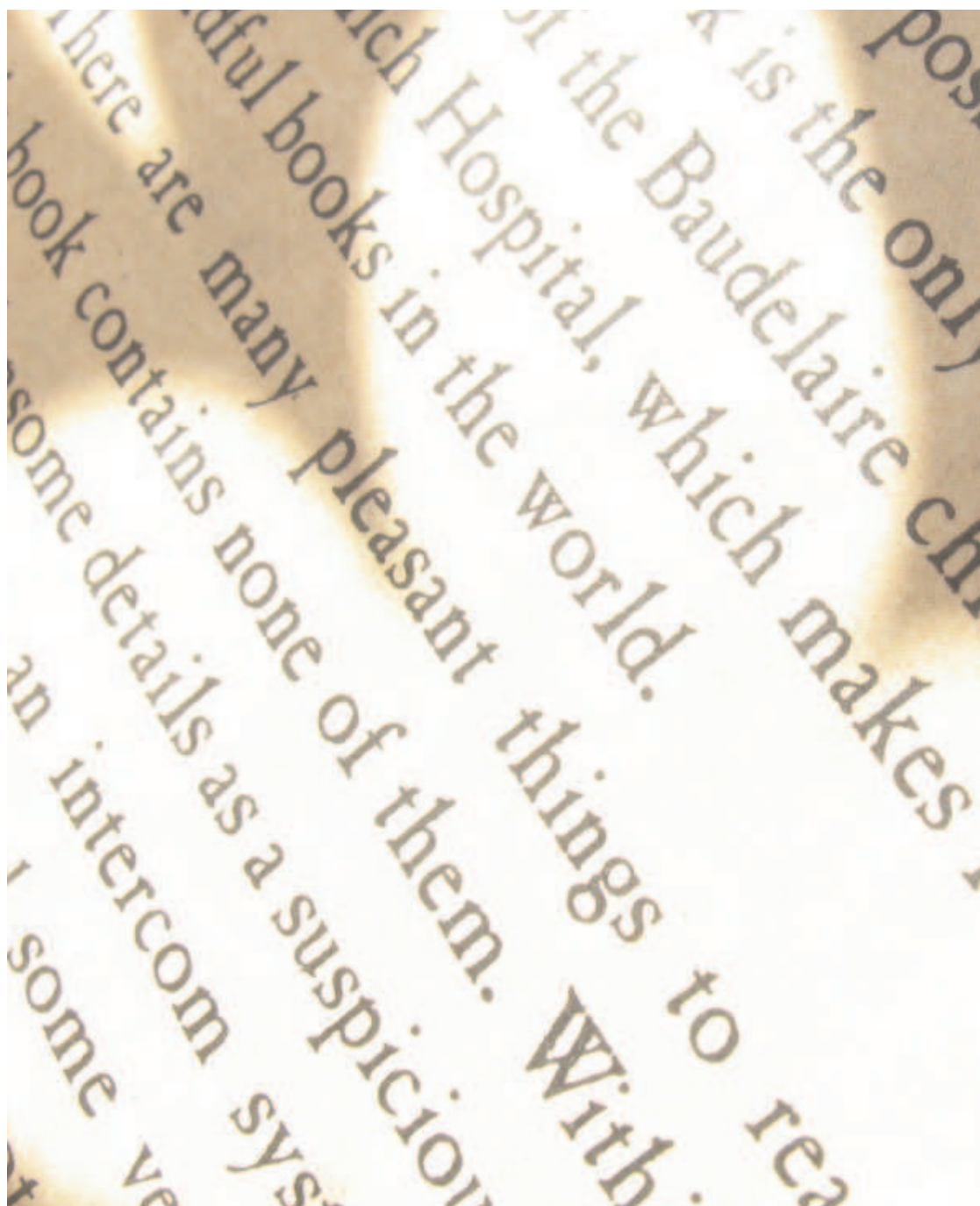
If you have any other questions or queries please telephone Jo at **Proprint on (01733) 371825 who will be happy to help.**

“

I received my Slim Volumes 'Jottings From Underbarrow' last week. I am writing to say how delighted I am with them. They are brilliant and I got quite emotional when I saw them. I was thrilled to bits and felt quite proud of myself! My family and friends think they are great. I will certainly recommend Proprint and will certainly use your company in the future.

Jackie Richardson

”



Proprint

Your self-publishing & custom print partners

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