

## Book Design and Production Process for Self-Publishing Authors

This user-friendly description of the process of designing and producing your book is for self-publishing authors. Since books vary widely in their specifications, we encourage you to call us for a free initial meeting to discuss the details of your particular book project.

- 1. First meeting** – During this informal meeting we'll talk about your goals; the intended audience; preparing your manuscript for design and production; timeline and budget; and any other questions you may have. We will also discuss any professional assistance your project may require, such as an editor, proofreader, illustrator or photographer.
- 2. A schedule of costs** – Soon after our initial meeting, you'll be presented with close estimates for design, production, printing, film and contracted art expenses such as photography, illustration. If the cost estimate is acceptable, we'll sign a written agreement that details the assignment and timeline.

Half of the estimated design fee and contracted services fee is due at the beginning of the assignment and the balance due when it is completed.

- 3. Cover design concepts** – Typically within 5-10 days you'll be shown three to four cover design concepts. We'll discuss refinements to the designs, typography, photography, illustration and front and back cover text content. We'll also review options for paper, laminate finishes and binding. Typically at this meeting one design is chosen for further refinement.
- 4. Preliminary interior page designs** – We'll present layouts for each type of page content, including special pages that call for individual design treatments. We'll discuss typography and, if applicable, illustrative content such as photography, illustration, and other graphical elements.
- 5. Approved layouts** – At this stage you'll review revised color inkjet proofs of the chosen cover design and laser prints of selected page layouts. We'll discuss further adjustments and revisions to both the cover and interior design.

After this meeting, you'll be presented with final adjustments to page and cover designs ready for production and formatting of your fully edited and proofread text. After the your signed approval, any adjustments to the layout, text or illustrative elements will be charged at \$50 per hour.

**6. Pre-press approval** – Final page proofs are presented for your approval. You'll proofread the content again and after your signed approval, the files are ready to go to film.

**Important:** We make every effort to find and correct mistakes but it is ultimately your responsibility to carefully proofread your book in its prepress form and catch errors before we go to print. Your signature will denote your approval of the final content and design.

**7. Print management** – An essential part of our work is making sure that your book will print as we expect. If you decide to oversee the printing phase yourself, we will provide you with digital files on a CD or disk; a full size inkjet color proof of the cover; a complete set of laser hard copies of the book interior; and a work order for your printer. This arrangement may work well if the job is straightforward or if you are experienced in working with the printing process or with a specific printer.

If the job is complex, involves 4-color process printing, precise color match or die-cuts, or if you are not experienced in book printing, we strongly suggest that we oversee this complex and critical task to achieve the optimal result. In most cases, we are able to negotiate a lower printing price that will offset our fee for this service.

### **About marketing and distribution**

Finally seeing your finished book in print is an exciting event — the culmination of your own tremendous creative effort in collaboration with designers and other publishing professionals. However, no matter how compelling the information and design, the commercial success of your book will be largely due to skillful marketing with at least some assistance from professionals in this specialized field.

InCahoots Design does not offer marketing or distribution services, but we are happy to provide you with information for resources through books, websites and contact links to marketing professionals.

We look forward to working with you to make your book a reality!