



*Marketing • Book Publishing Services*

## *Book Publishing Services Capabilities*

- **Develop Concept**
  - Envision project
  - Create project
  - Shape ideas into viable project
- **Project Management**
  - Identify, secure, and manage all members of the teams
    - Authors, writers, editors, and proof readers
    - Photographers, illustrators, and designers
    - Researchers, resources, and organizations
    - Specialized talent
    - Printers, publishers, and distributors
  - Coordinate all aspects of a project (i.e. timeline, tasks, vendors, teams)
  - Coaching and support services
- **Content**
  - Create content (i.e. author, co-author, ghost write)
  - Evaluate and edit content
  - Create front and back matter
  - Interview experts (and others)
  - Create profiles, stories, and author bios
- **Creative Services**
  - Design
    - Interior book layout (typography)
    - Front cover, back cover, spine, and dust jacket
  - Art: Create and edit graphics (i.e. photography, illustrations, custom covers, editorial)
- **Technical Services**
  - Manuscript preparation (i.e. proofs, electronic files, or printed book)
  - Registrations (i.e. copyright, ISBN, Library of Congress)
- **Marketing / PR / Publicity**
  - Identify unique markets for your book
  - Create and customize kits (i.e. marketing, press, book signing)
  - Establish online presence and distribution (i.e. amazon.com, blogs)