

# Book Publishing Services

# Publishing Services



## Editorial

Manuscript  
Evaluation Book  
Mentoring

### Types of Editing

Extensive  
editing Basic  
editing  
Proofreading



## Design

Cover  
Design  
Typesetting



## Production

Printing  
EBook  
Creation  
ISBN &  
Barcode



## Distribution

Paperback  
Online Stores  
Bookstore  
E-book listing on  
Database

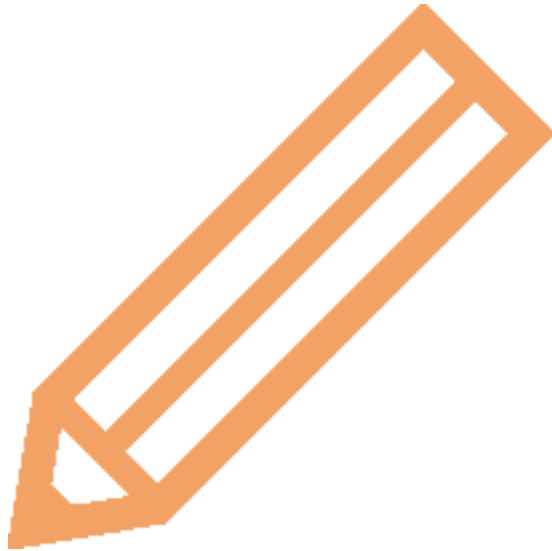


## Marketing

Book Reviews  
Video Trailer  
Press Release  
Author Website  
Social Media Mgmt

**Editorial**

# Editorial



Get rid of the typos and syntax errors and instill a sense of perfectionism. Maybe the one thing your book needs is the help of professionals whose area of expertise is language, storytelling, books and more.

**We offer:**

Manuscript Evaluation & Critique Book  
Mentoring  
Extensive Editing (Developmental / Structural Editing)  
Basic Editing (Copy Editing)  
Proofreading

# Manuscript Evaluation | Book Mentoring

## Manuscript Evaluation

This is a core factor that distinguishes a traditionally published book from the usual self published books. Most authors do not get their manuscripts professionally evaluated. Our experienced editors evaluate the book as per the most relevant parameters

– Plot, Structure, Narrative, Characterisation and writing style – and provide a critique. This helps to evaluate if a book is ready for publishing or needs rework. It also helps to determine the extent of rework or editing required by the book.

**Price: Rs. 10,000 per Manuscript (less than 80000 words)**



## Book Mentoring

Our mentors add value to your work by providing a critique, guiding you in enhancing the plot, structure, narrative and characterisation. They guide you in the choice of writing style as per the norms and trends of the genre chosen.

**Price: Custom Quote**



# Editing

Key Features of the editing services offered by BecomeShakespeare.com

**Genre Specific Editor | Choice of Language format & Editing Manuals | Understanding of Regional colloquialisms**

## Types of Editing

### Extensive Editing

If your manuscript is one which would profit from a detailed study by an objective authority in the domain who could help you with each aspect of the craft, the Extensive Editing Package is perfect for you.

**Price: Rs. 1 per word**

### Copy Editing

Basic editing or copy editing involves an Editor going through the manuscript line by line and cleaning up grammatical, phrasing and punctuation errors, re-writing a few words if need be, while making sure a specified house style is followed.

**Price: Rs. 0.6 per word**

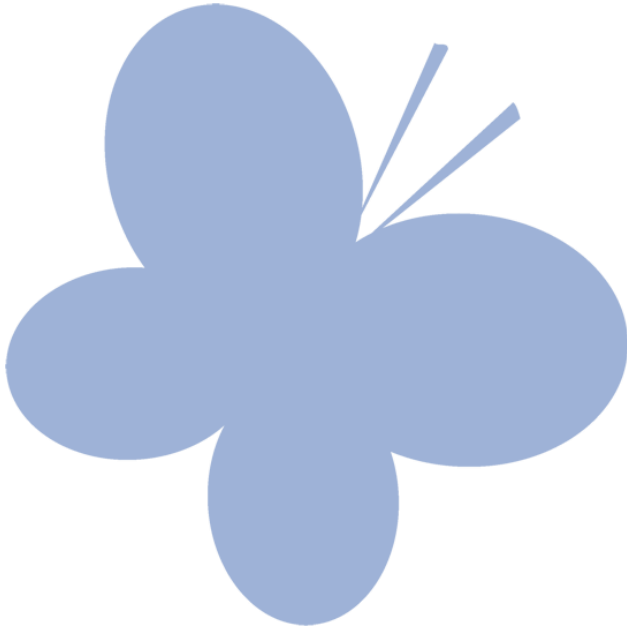
### Proofreading

Proofreading is a necessity to ensure that a 'clean' (error-free) manuscript is sent to the printer or the e-book processor. Proofreading is done at the final stage where detail-oriented language experts check the text for typos and basic grammatical and spelling errors.

**Price: Rs. 0.5 per word**

**Design**

# Design



The old adage of 'Never judge a book by its cover' does not hold much relevance in today's bookmarket. With over 800,000 books being published every year and over 5000 published every month in India itself, you have to take every shot available to increase your book's appeal.

**We offer:**

Book cover design  
Designing Marketing Collaterals  
Typesetting /Layout of the Inner pages

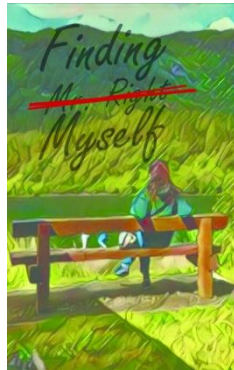


# Types of Cover Design

## Basic Cover Design

Under this option, we create clean and simple, yet catchy book covers using a suitable typography. If the author has an image which can be used for the cover, we can use the same to create the complete book cover.

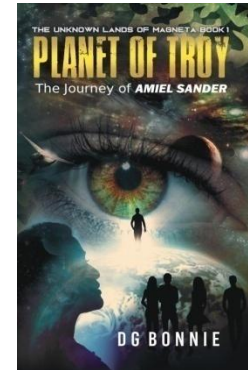
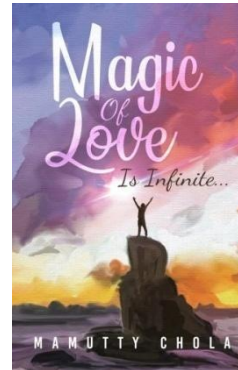
**Price: Rs. 5990 (exclusive of taxes)**



## Customized Cover Design

If the author wants the book to stand out and catch the reader's attention with something creative and unique, we also provide customized book covers using images, illustrations or graphics as per the requirement of the theme and genre.

**Price: Rs. 14990 (exclusive of taxes)**



# Typesetting / Layout of Inner pages

Typesetting is the process of laying out the content of the book on to pages, ready for printing. A well-executed book layout helps in providing a pleasurable reading experience. This includes ensuring uniformity of format and margins, designing the table of contents, custom headers, footnotes, endnotes, diagrams and illustrations, graphs and tables.

## Kinds of Typesetting



### Standard typesetting:

Our page layout templates ensure a clean and readable copy and a uniformity of presentation.

**Price: Rs. 30 per page**



### Customized typesetting:

We create a customised page layout for your book, in keeping with the theme of the cover design. This includes choosing the right font style and size that matches the cover design, and ensuring a unique look for the entire book.

**Price: Custom Quote**

# ISBN & Barcode

**ISBN and Barcode on a book are required to facilitate its commercial sale.**



The international Standard Book Number (ISBN) is the unique identifier of a published book.

An ISBN is assigned to each edition and variation (except reprintings) of a book.

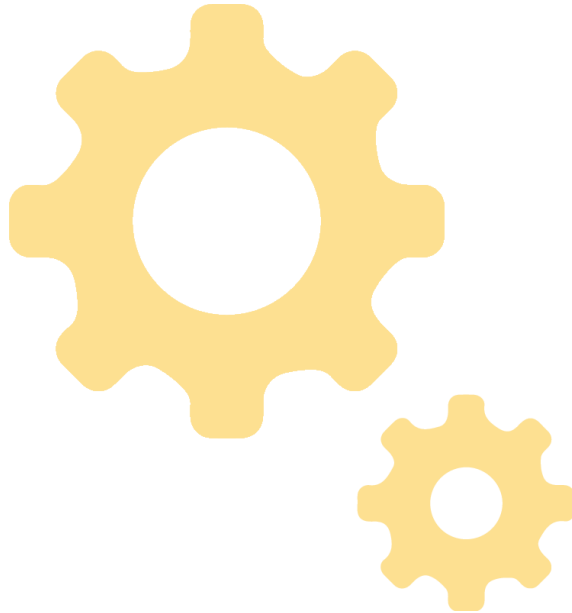
ISBNs are issued by the ISBN registration agency that is responsible for that country or territory. In India Raja Rammohan National Agency for ISBN under Ministry of Culture is the government agency responsible for registration of Indian publishers and authors.

In order for booksellers to automatically capture an ISBN, it must be converted into a barcode that can be scanned at the point of sale.

**Every book published through BecomeShakespeare.com has an ISBN and Barcode.**

**Production**

# Production



## Printing

The printed book still reigns over the hearts of millions of readers. The smell of a new book, the tactile joy of holding a well-crafted book in your hands and then proudly displaying it on your shelves is something that continues to attract readers.

## Ebook Creation

Electronic form of books have had an exponential growth in the past few years. With more and more people using electronic devices such as Laptops, Tablets, Mobile phones and e-readers to read books, making your title available in ebook format is crucial.

### **We offer:**

Printing  
EBook creation

**Some readers may even purchase both the electronic and physical versions of a book.**

# Types of Printing

## Digital Printing

Digital printing technology does not require the creation of printing plates. It has a very short turnaround period and relatively low cost of printing per book.

**Print run: Less than 1000 copies**

## Offset Printing

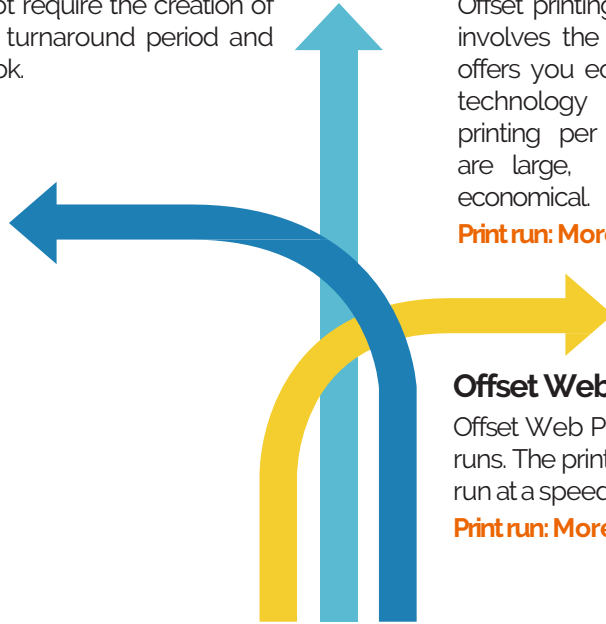
Offset printing is the traditional method of printing that involves the creation of printing plates. Offset printing offers you economies of scale. Though digital printing technology has substantially reduced the costs of printing per book for short print runs, when print runs are large, offset printing works out to be more economical.

**Print run: More than 1000**

## Offset Web Printing

Offset Web Printing is generally used for very large print runs. The printers used in these processes are huge and run at a speed of 3000 ft per minute or faster.

**Print run: More than 5000 impressions**



# Printing Factoids

## Book Design & Structure

The covers of books can be hard or soft. The hard cover can be made out of thick textured paper, imitation leather, or even cloth. Hardcover books can have dust jackets made out of thinner and lighter paper.

Paperbacks or soft covers are made of thick art paper (250-300 gsm). The mechanism used to hold together the pages and cover of a book is called its binding. There are different types of binding including but not limited to – perfect binding, saddle stitch (section binding), and side staple. A lot of information about this is available on the internet.



## Paper Quality

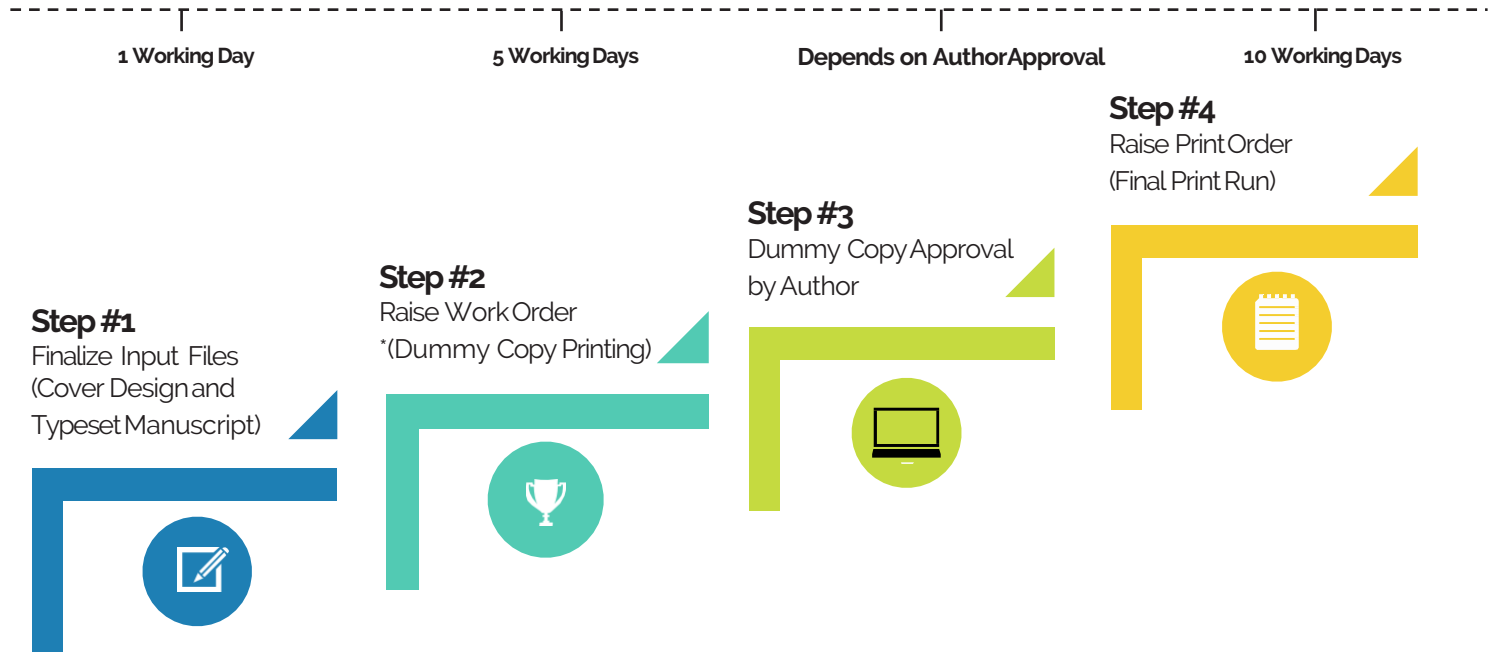
Generally the paper used to print books is light in weight i.e. 60-90 grams per square metre (gsm).

Uncoated papers have a slightly rough, natural feel to them, while coated papers have a smooth finish and are used for printing photographs, magazines etc. Both these types of paper are used for book printing, depending on the type of book.

The shades of papers used are generally white or natural (i.e. off-white).



# Printing Process





# Printing & Book pricing



## Ideally, Printing cost $\leq$ 25% of MRP

But the MRP of the book must also match the market i.e. it should be in the same price range as other popular books in the same genre.

In order to earn a substantial revenue, self-published authors end up pricing their books exorbitantly high because the print cost of small print runs is high.

**BecomeShakespeare.com offers printing services that match the quality of traditionally published books at an economical cost.**

## Our printing costs are:

Up to 300 copies: Rs. 0.60 per page

300-500 copies: Rs. 0.50 per page

500-1000 copies: Rs. 0.40 per page

# Ebooks Creation

## Benefits of Ebook

### Global Access

Your next reader may be located anywhere in the world. To ensure that each potential reader gets to read your story, making your book available globally is of an utmost importance.

### Economical option for buyers

Ebook version of a title is generally priced 40 - 50% lower than the paperback version of the same. A lot of readers prefer this over paperback for the same reason.

### No recurring cost of production

Unlike paperback, ebook creation is a one-time expense. Sales of ebooks directly contribute to profit as the volume goes up.



**At BecomeShakespeare.com, we create ebooks in all popular formats such as Epub, .Mobi, iBooks, ePub which are compatible with e-reading devices and platforms worldwide.**

**Price: Rs. 15 per page**

# Listing on Bibliographic Databases



Bibliographic databases help retail buyers, libraries and customers discover your book. It also helps in tracking sale of books through the organized retail sector.

The Nielsen BookScan service is the world's largest continuous book sales tracking service operating in India, the UK, Ireland, Australia, US, South Africa, New Zealand, Italy, Brazil and Spain.

**All the books published through [BecomeShakespeare.com](http://BecomeShakespeare.com) are listed on two international databases – Bowker & Nielsen**

**Distribution**

# Distribution



Your next reader may come from anywhere in the world. They may want to buy your paperback book in a distant country or wish that you had an eBook while still being in India. Lack of availability is a major concern and a contributing factor towards the low number of self-publishing successes.

**We offer:**

Ecommerce distribution

Rs 5000 onwards

EBook distribution

Rs 2000



CROSSWORD



# Distribution process



## Listing

Title listing info is submitted to e-commerce platforms.

**Listing process timeline: 7-14 working days.**



## POD ( Print on Demand)

With POD, print only the books you sell -- while gaining an immediate path to reduced overhead and increased sales.. Our process includes billing, handling and shipping of the book to the retailer or to the customer directly.



## Sales report

Sales report is submitted to the you every month



## Royalty

The royalties from the sales of your book are remitted quarterly to your bank account.

**Marketing**

# Marketing



For a new author, out of every 1000 people who know about the book 1 person may purchase it. This ratio of **1000: 1**, reduces if the book gets positive reviews and recommendations from other readers. This gives us the two broad objectives for marketing for an Author:

- **Sales of the book**
- **Brand building for Author**

**We offer:**

Press Release

Consumer

Reviews Video

trailer Media

Reviews Author

Website

Author's Social Media Management

Book Launch and Reading Events



# Our Marketing Services

## To increase awareness about the book



### Press Release:

Use our professionally scripted press releases announcing the launch of your book, its key milestones and get it mentioned on websites of newspapers and magazines and prominent blogs.

**Price: Rs 20,000**



### Media Reviews

With our Media Review pack, get access to Mainstream media. We enable the process of reaching leading newspapers and magazines, for book reviews, do the required follow ups, track the published book reviews and report the media mentions back to you.

**Price: Rs 25,000 onwards**



### Blogger Reviews

Get your books to 20 relevant Book Bloggers for their review. Reach genuine readers via GoodReads. Enhance Consumer feedback on your book on the web.

**Price: Rs 20,000**



### Video trailer

Let the video trailer of your book catch the reader's attention. Specialist AV professionals create Book Trailers at most competitive costs.

**Price: Rs 15,000**

# Our Marketing Services

## For Author Brand Building



### Author Website

An author website is a unique platform to showcase books, to blog, to interact with readers/fans and to be accessible to the media and other publishers. We will help you create a professional looking website. The content for this website will need to be provided by the author.

**Price: Rs 15,000 onwards**



### Book Launch and Reading Events

One of the best ways to announce the release of your title is by having a book launch or book reading event at a popular bookstore (that's where your readers will be). **Price: Custom Quote**



### Author's Social Media Management

Let us manage your Social Media pages to ensure a growing audience, higher engagement with your readers with interesting content your audience and engage them with interesting content.

**Price: Rs 15,000 for one month onwards**

# Publishing Packages

## Basic Package

10 Print copies  
Customized Cover Design  
Standard Pagination  
Author Advance Copy  
Ebook Creation  
Global Ebook distribution  
Google & Amazon Search inside  
Global ecommerce Distribution  
Listing on Bibliographic databases  
ISBN & Barcode  
Sales Reporting  
Post Publishing Support

**10% off on all  
Editing Services**

**29,990**

## Essential Package

### All Features of Basic Package

+

20 print copies  
Customized Typesetting  
Session with marketing  
specialist

**25% off on all  
Editing services**

**49,990**

## Pro Package

### All Features of Essential Package

+

30 Print copies  
Basic Media Reviews

**40% off on all  
Editing services**

**99,990**

## Pro+ Package

### All Features of Pro Package

+

60 Print copies  
Extensive Media Reviews  
Basic Book Event @ Bookstore  
Social Media Services -3 Months  
Marketing Collateral

**50% off on all  
Editing services**

**1,99,990**

Royalty on paperbacks - 70% of net receipts  
Royalty on ebooks - 70% of net receipts  
Other Add-ons are mentioned on our  
website, [www.becomeshakespeare.com](http://www.becomeshakespeare.com)

\*Please note that the above prices are exclusive of GST.

# Get going



## Details

Send your full name, address, contact information along with details about your book to [hello@becomeshakespeare.com](mailto:hello@becomeshakespeare.com)



## Documentation

We will send you an agreement (including non-disclosure clauses).



## Payment

Make the payment & we will send you a project activation email.



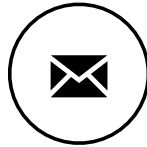
# Contact

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## Address

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Services Pvt Ltd  
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Near Wadala RTO, Wadala East,  
Mumbai 400037



## Write to

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Connect with us

