



**Publishing
& Marketing
Consultancy**

Brochure

**GREETINGS
AUTHORS &
PUBLISHERS**



DEAR AUTHORS AND PUBLISHERS,

I am delighted to see the publication of our new JM Agency Brochure, which showcases the comprehensive suite of publishing and marketing services we now have available. While based in beautiful Kerry, Ireland, we are proud to serve both Irish and international publishers and authors.

Our services include typesetting & cover design, editing services, including copy-editing and book reports, and book marketing services, including author websites & social media management. In the past, we have worked with bestselling authors (Marc Coleman, Eddie Hobbs), celebrities (Theresa Lowe, Billy Keane, Monica Walsh) and public figures (Dan Kiely, Jimmy Deenihan, Noel C Duggan). We have worked with a number of Irish publishers, including Lettertec Ireland, Ballpoint Press and Orpen Press, in addition to international ones, including Pachyderm Tales and the Aleph Book Company in India, and Edelbra Editora & Estrela Editora in Brazil, to name but some.

If you are a publisher, please get in touch and I will arrange a complimentary consultation. I can tailor our services to suit your specific needs. Complimentary samples of our books can also be mailed to you.

If you are an author, get in touch and tell me about your manuscript, or your idea, and I will explain how together we can transform it into a beautifully published book.

Jeremy Murphy BA MA

*If you are interested in our literary agency service, available to a very limited number of authors, see our **JM Agency Catalogue**.*

**MEET THE
TEAM**



Mr Jeremy Murphy
Principal



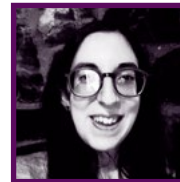
**Dr Sarah Meehan
O'Callaghan**
Editor & Mentor



Ms Susan Lewando
Editor & Mentor



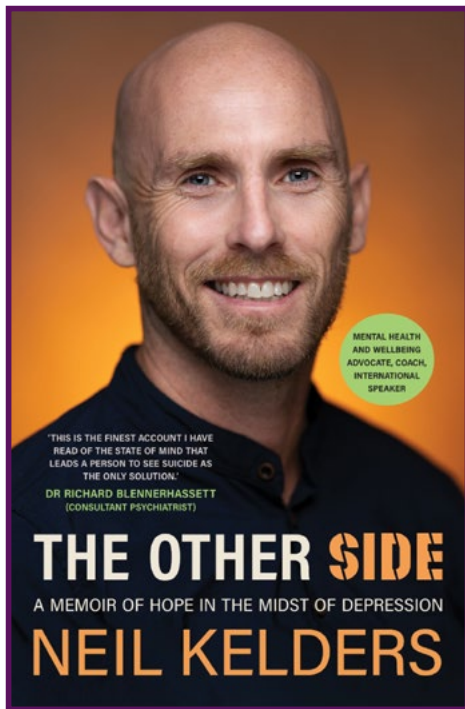
Ms Amanda J Evans
Editor & Mentor



Dr Tiziana Soverino
Editor & Mentor



**Ms Parvathi
Venkitaraman**
Book Designer



Title **The Other Side - A memoir of hope in the midst of depression**

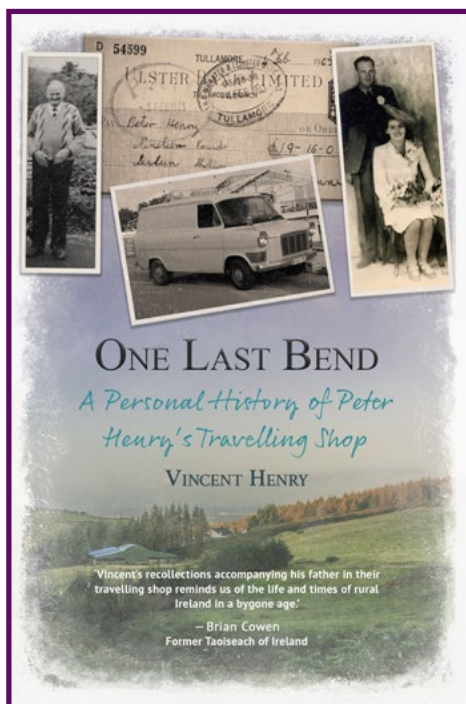
Author **Mr Neil Kelders**

ISBN **978-1-7391296-3-7**

Title **One Last Bend – A personal history of Peter Henry's travelling shop**

Author **Mr Vincent Henry**

ISBN **978-1-7391296-6-8**



BOOK MANAGEMENT

The JM Agency team provides a bespoke and comprehensive Book Management service. This means Jeremy and the JM Agency team manage the publication for the author or publisher.

The service is flexible and can be customised to meet the client's needs. Depending on your needs, we can provide:

- Stocking by book wholesalers like Gardners and Ingram;
- Management of book printing, including offset, lithographic, digital & POD (Print on Demand);
- Social media page creation or management;
- Stocking by retailers like Amazon, Barnes & Noble, Kobo, Apple Books and more;
- Stocking by independent & chain bookstores;
- Author website;
- Designing author/publisher logo, business cards, bookmarks and more;
- Editing, design & formatting of manuscript;
- Creating a press release for journalists and other media;
- Writing copy for blurb, bio and all your copywriting needs;
- Writing a marketing and/or publicity strategy;
- Creating an AI Sheet (Advanced Information Sheet);
- Managing/creating a book trailer;
- Getting the most out of digital platforms like Goodreads, BookBub, Aerio, StoryOrigin, NetGalley & more.

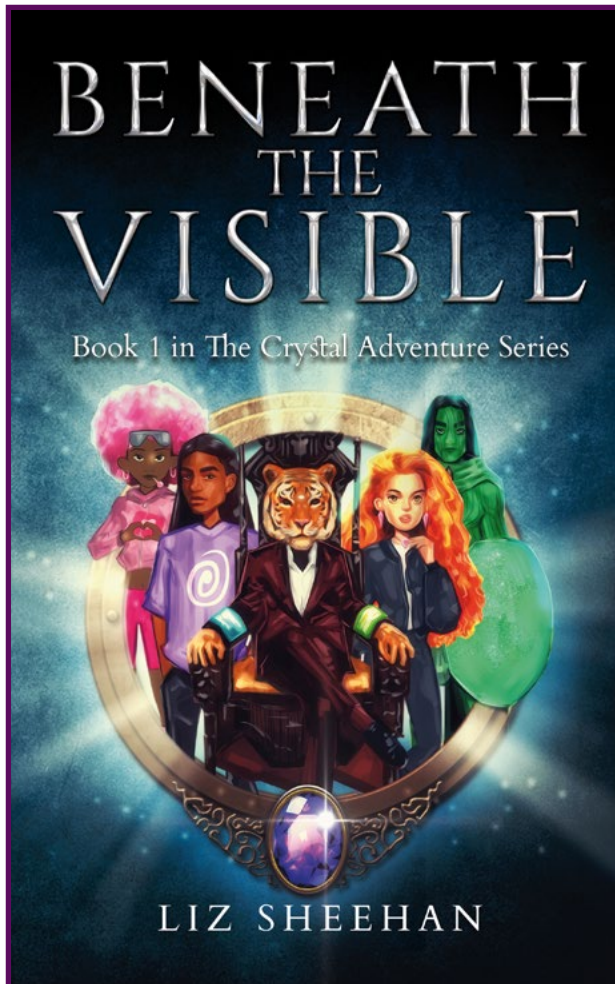


Mr Frank Kelly

MD of Lettertec Ireland Ltd,
book producers and educational
publishers

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The editing services, including manuscript appraisal and copy-editing, provided by Jeremy are of an exceptional standard. Many of Lettertec's clients now specifically request that Jeremy work on their books.



Title **Beneath the Visible**
– Book 1 in The Crystal
Adventure Series

Author **Ms Liz Sheehan**

ISBN **978-1-91-232858-1**

BOOK DESIGN & BOOK COVER DESIGN

BOOK DESIGN

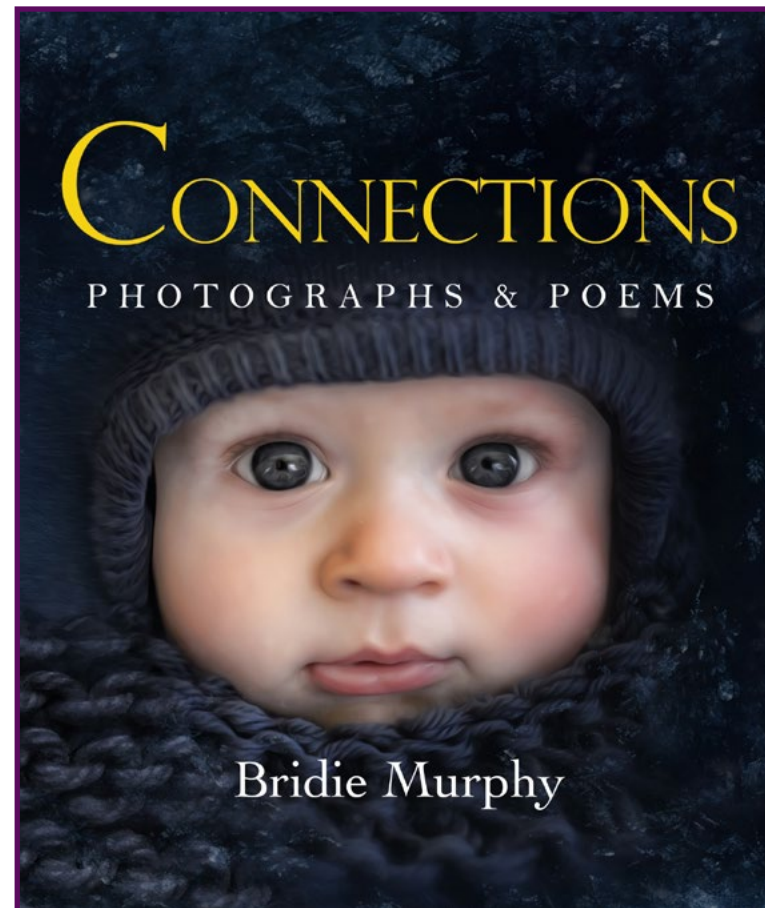
Our comprehensive book design service is both practical and creative. We utilise the best in desktop publishing software to create books that are both beautiful to look at and meet the specifications of all the major printers and retailers.

BOOK COVER DESIGN

In addition to our comprehensive design package, we also have a stand-alone book cover design service. You can either supply us with an image or artwork or our designer will create an original concept for you.

FEES

To design a text-only book, fees range from €400 to €600, depending on the size. For books with images, illustrations and other matter, the cost can be more. For luxury coffee table books etc, fees range from between €950 and €1,500. Cover design costs range from €450 (the client's own artwork/concept) to €650-850 (JM Agency creates artwork/concept).



Title **Connections –
Photographs & Poems**

Author **Mr Bridie Murphy**

ISBN **978-1-7399249-1-1**



Mr Eddie Hobbs

“

Jeremy helped me refine the ending to *The Last Heresy*, and Susan's copy-edit was thorough & professional.

BOOK MARKETING

MARKETING MENTORING

Book marketing is becoming more complex, and more essential, in our digital world. In our Marketing Mentoring consultations, we guide authors through all aspects of book marketing, including how to create social media content, build an author brand, write a press release, set up an email subscription service, blogging on relevant subjects, and the basics of SEO optimisation.

We also coach them on how to get the most out of digital platforms like Amazon KDP, IngramSpark, Goodreads, StoryOrigin, Aerio and more.

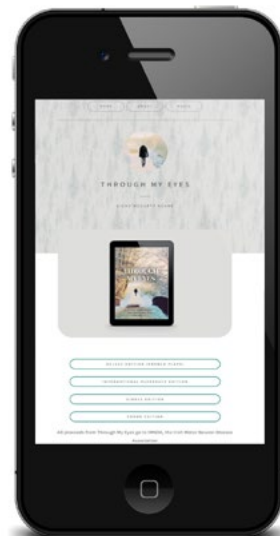
For authors or publishers who would like us to do this work for them, see our Book Management option.

AUTHOR WEBSITES

An author website is an essential marketing tool. Our author websites are designed to generate sales, while also presenting the book and author in a branded, visually impactful way.



Facebook page of Ballpoint Press, publisher of *GAA Grassroots & Grassroots, The Second Half*



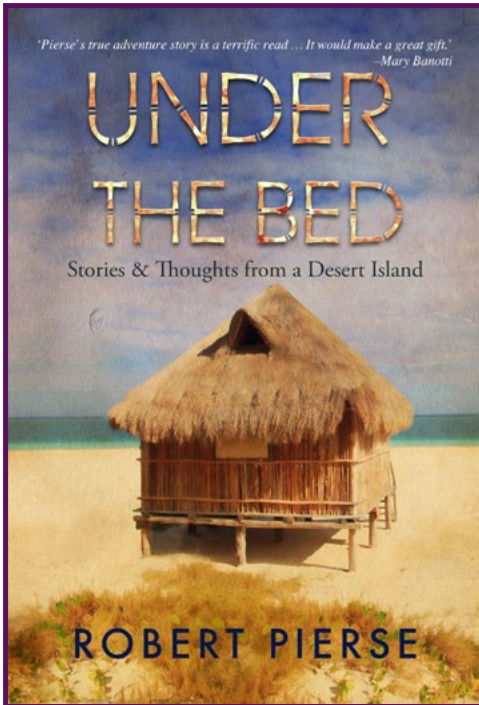
Author website of Ms Vicky McCarthy Keane, author of 'Through My Eyes'
www.vickykeaneauthor.com



Ms Christina Reihill

“

Jeremy reminds me of how Marianne Gunn O'Connor burst into the publishing world, 30 years ago, redefining our perception of agents and how these invaluable 'parents' guide and support their writers.



Title **Under the Bed –
Stories & thoughts from a
desert island**

Author **Mr Robert Pierse**

Publisher **Little Platoon**

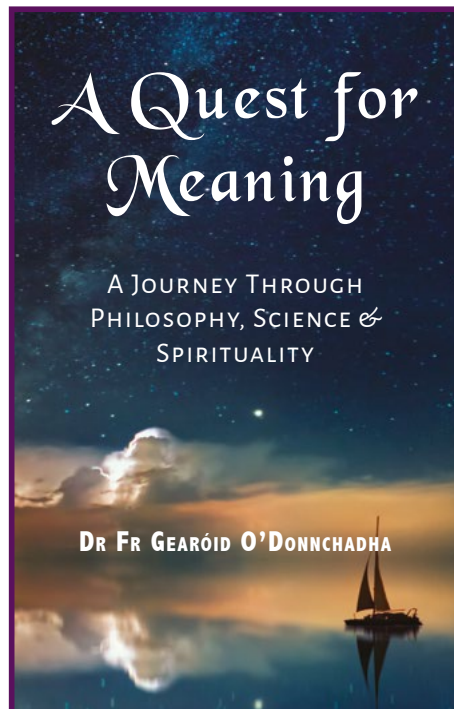
ISBN **978-1-5272-3962-3**

Title **A Quest for Meaning
– A journey through
science, philosophy &
spirituality**

Author **Fr Gearóid
O'Donnchadha**

Publisher **Orpen Press**

ISBN **978-1-78605-169-1**



EDITING AND MENTORING

MANUSCRIPT APPRAISAL

Our 'Editor's Report', or manuscript appraisal, is a comprehensive appraisal of the author's manuscript, covering story-line, character development, dialogue, writing style and much more. In a nutshell, the review is our professional opinion as to whether the book is ready to be published, and, if not, what needs to happen to get it to that level.

After the author has read and considered our review, we arrange a consultation with the author, where the editor/s guide the author through the feedback in a constructive, solution-focused way.

AUTHOR MENTORING

Our Author Mentoring consultations are one-on-one mentoring sessions with authors.

In the past, we have mentored authors who feel they have a great idea for a book, but are struggling to put words on the page. On other occasions, we have coached writers on how to implement feedback from publishers and agents.

We have also mentored authors on the art of book marketing and publicity, including creating social media content, building an author brand, and other essential aspects of book marketing.

COPY-EDITING & PROOFREADING

We also provide extensive copy-editing & proofreading services, ensuring manuscripts are published free of errors, and formatted professionally.



Ms Liz Sheehan

“

I am 100% happy with the cover the JM Agency team designed for me. It really captures the essence of my YA novel 'Beneath the Visible', and was everything I hoped for. I found Jeremy informative and helpful throughout, and his creativity really stood out.

EBOOK CREATION

In addition to our suite of print book services, we also provide clients with a fast, efficient eBook creation service. eBooks provide the reading public with another option.

We can format for all the major eBook formats, including ePUB & MOBI, and platforms (Kindle, NOOK, Kobo, iPhone, smartphone etc). We also provide bespoke formatting services, including 'reflowable' files, encrypted eBooks and 'interactive eBooks'.

FEES

Fees vary depending on the size of the book and the type of eBook required. For an eBook that can be retailed and distributed on all the major platforms, prices range from €200 to €500, depending on the size of the book. For more bespoke requirements, such as 'interactive eBooks', the price may be more.

CONTACT

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