



Book Publishing Package

JM Agency, Publishing & Marketing Consultancy

Some FAQ (Frequently Asked Questions)

Q. What is the ‘book publishing package’?

A. Our ‘book publishing’ package is a comprehensive publishing service for authors and organisations who have decided to self-publish their book. Jeremy designed the package so that writers, businesses and groups who self-publish can benefit from working with a team of publishing professionals and take advantage of the team’s considerable store of editing, design and marketing experience.

Our previous clients include author Vincent Henry, whose memoir *One Last Bend* was praised as a ‘beautiful production’ by broadcaster Joe Duffy, and ‘very entertaining’ by singer Daniel O’Donnell. Other authors who have benefited from our book management package include author and public speaker Neil Kelders, novelist Carolann Copland, and photographer and author Orla Bakeberg, who described the JM Agency team as the most ‘supportive, sensitively creative and collaborative of publishers’.

Q. Does the author/group lose any rights over the book?

A. The writer/group keeps all their rights, including copyright and all rights and licenses over the work. JM Agency is not a trade publisher, and therefore no rights are assigned to them. It is rather a professional editing, design and publishing agency providing services for a fee. The author keeps all his or her rights.



Q. Does payment in-full need to be upfront?

A. No, payment in full upfront is not necessary. If the client is interested in the full package, then a deposit is usually necessary. We can create a payment system that suits all budgets and needs.

Q. If I pay for one item, eg editing services, can I decide not to proceed with the full package for budget or other reasons? Am I ‘locked into’ the service?

A. The client is absolutely not ‘locked-into’ the service. If the client chooses to purchase one item and would rather not, for whatever reason, proceed with the rest of the package, that is completely fine.

What Services Are Included?

Developmental edit (‘editor’s report’) - normally charged at €10 per 1,000 words, depending on book size.

An editor’s report is a comprehensive appraisal of the manuscript. For fiction manuscripts, areas covered include plot development, character development, dialogue, writing style and more. For non-fiction manuscripts, areas covered include writing style, clarity, sources, balance, target readership and more.

Every manuscript is different, and every report covers aspects unique to the book being reviewed. The process is constructive and professional. The editor’s role is to identify both what is working and what is not, and help the author make the necessary changes. The report is followed by a consultation, where the author and editor can discuss the manuscript face-to-face.



Extensive copy-edit - *charged at between €12.50 and €16.50 per 1,000 words.*

A detailed, thorough and extensive edit of the manuscript, entailing extensive editing, re-structuring and rephrasing of sentences/passages.

The copy-editor will identify any remaining editorial issues for the author to address. The copy-edit includes a basic stylistic edit. Please note, however, that very specific stylistic preferences, e.g., a specific reference system, will incur additional costs.

Proofread - *charged at €12 per 1,000 words.*

A final proofread to eliminate all spelling, grammatical and typographical errors, and ensure punctuation is consistent and correct. The proofreader will also ensure the style used throughout the book is consistent and standardised.

Book cover design - *€500*

A beautiful, visually striking book cover. One that captures the essence of the book and impacts readers visually. After discussing your preferences and overall vision for the cover, we will forward a brief to our designer. She will then create the cover. If there is a particular photograph, artwork or concept you have in mind, the designer can create the cover around this.

You will receive a file optimised for both specialist book printers and various 'print on demand' platforms, such as Amazon KDP. We draw from an extensive network of printers.

The cover will be designed through the best publishing software. We have also factored in some time for revisions. Typically, the designer presents a number of front cover options for the author to choose from.



Design, typesetting & formatting of book interior - €1.45 per page of A4 Word draft for standard books, €5.50 per page for 'coffee table' books.

This includes creating the book interior, including fonts, pagination, margins, 'running headers' and more. We draw from an impressive range of fonts and provide clients with two initial book interior options. Both are different in terms of style, atmosphere and presentation.

For 'coffee table' books, namely books that include multiple images and photographs, we discuss the client's detailed requirements and preferences in advance. Matters discussed include tone, atmosphere and overall design philosophy. When designing coffee table books, our priority is to create a dynamic, consistent design that aligns with the client's vision and values.

eBook creation and layout - €0.90 per page of A4 Word draft, at 12 pt.

We will create an eBook edition that can be read and enjoyed on all major eReaders and devices, including all Amazon Kindle devices, Kobo eReaders, NOOK, Google Books, Apple Books and more.

We can create a range of different types of eBooks, including reflowable, fixed-format and interactive. The priority is to create an enjoyable and interactive experience for readers.

ISBN Catalogue number x 2 - €100

An ISBN number is a legal requirement for book publishing internationally and is necessary in order to utilise many essential publishing and marketing platforms. Bookstores and libraries can also locate a book with an ISBN. We provide two ISBNs, one for the print edition and one for the eBook.

Management, administration, publishing consultancy - €800 - €1,000

This includes advice and guidance at every stage of your book publishing journey.

Jeremy works very closely with each author, helping and advising them at each stage.



The following items **are** normally included in the package.

- Extensive advice and guidance on book printing, including advice on paper, binding, trim size, quantity of books etc. We manage and arrange the printing of books for the client.
- Help and advice with book distribution, including advice on approaching book distributors.
- Advice on promotion and marketing, including how to get the most out of platforms like NetGalley, BooksGoSocial, Aerio, Goodreads, in addition to social media platforms like Facebook, Instagram & TikTok.
- Assistance with creating Amazon KDP and IngramSpark accounts in order to get the most out of 'print on demand' technology and wider distribution.
- Widespread online distribution on websites like Amazon, Waterstones, Barnes and Noble, Foyes and more.
- An AI sheet (Advanced Information Sheet), which is essential if approaching distributors and retailers with an eye to them stocking the book.
- Help and advice with writing the back cover blurb and/or author bio.
- Social media graphics x 2 to help the author grow their profile on social media and promote their book, launch or event.
- A press release or press package for journalists and other media.

The following items are **not** usually included, but would be delighted to include them if the client so wishes.

- JM Agency Web3 publishing services.
- Roll-up banners (excellent for book launches, public readings and other events).