

Transcript, Session 2
Book Development
Writing, Editing, Titling, Cover Design and More

So you're writing a book! By now you should have received contracts for your book. Congratulations! You're an IVP author. We're thrilled to have you on board.

This is an overview of what happens from contract to publication.

[Editorial-Production Workflow Chart]

Now that the book is contracted, you'll be working on completing the manuscript draft.

IVP's style guide and other resources are available for your reference below.

Let your editor know if you have any questions along the way.

[First Draft]

You should complete the first draft by the deadline in the contracts.

Send the manuscript to your editor in a single Word document, and don't forget to include the table of contents.

The manuscript draft will go through a developmental editing stage.

It will be reviewed by your editor to see what needs to be done to make the book as effective as possible.

It will also be sent to outside readers.

These could be peer reviewers in your field, or representatives of your intended readership. It can take a few months for outside feedback to come in.

In the meantime,

Forget about the book! Don't tinker with it; don't even think about it. That way once the reports come back, you can look at it again with fresh eyes.

During this time, your book will be officially scheduled. That means we'll need to finalize the title and subtitle. Here are some things to keep in mind.

The best titles communicate the topic of the book. They should signal the genre or category of the book.

Clarity is better than creativity. Don't be too obscure.

If possible: Name a thing. Coin a phrase.

Create a new paradigm.

Boil it down to one clear concept

that signals what the book is all about.

Titles need to stand alone well. Books are often listed by just the title, without the subtitle to explain it.

And titles don't have to say everything. Don't cram too much in. That's what the back cover copy is for.

Your editor and IVP's publishing committee will work with you to land on a title that represents the content and works in the marketplace.

Your editor will also present the book to our design department for cover concepting. They'll send you an input form (which you can find below this video), asking you for things like:

Who is your audience?

What is your elevator pitch?

What do other competing books look like?

What's the "code" for the genre?

What clichés should we avoid?

Your input will help our designers design and position the book.

Around this time, you should receive editorial reports so you can work on manuscript revision.

Your editor will let you know what needs to be done to improve the manuscript.

You'll review the feedback

and work on revisions. Depending on the book and the feedback, it could be a little or a lot. Usually allow a few months for this part of the process. Your editor will work with you to set a realistic timeline.

Once you complete needed revisions, send the revised manuscript to your editor. If things generally look good,

the book goes to copyediting. Our copyeditors will conform the text to IVP style, clean up grammar and punctuation, and improve readability while preserving your voice. It will be about a month in copyediting.

Around this time you can begin soliciting early endorsements for the book.

One or two endorsements are needed for the catalog and advance promotion. These don't need to be long – usually three sentences is plenty, saying:

The need for the book

What the book does

and a personal affirmation. You can contact potential endorsers yourself, or ask IVP to approach them on your behalf. Have endorsements sent in by the deadline given by your editor.

If the book will have a foreword, ideally have the foreword in hand when you send the revised manuscript to copyediting so it can be copyedited together. 300 to 500 words for the foreword is often enough.

Along the line, our award-winning designers will be working on the cover design for the book.

When design concepts are ready, IVP's publishing committee will review potential cover designs. They will discuss which design best fits the content and the intended readership.

Your editor will send you the top one or two choices. We want to know which cover resonates most with you. But just so you know,

author input is one factor, but not the only factor in where we land on a cover.

The cover also needs to work for booksellers, gatekeepers, media, and end readers.

More information on how to think through cover designs can be found in the Cover Design Process document linked below this video.

You can also watch this video where IVP's art director shows how he designs a cover.

Let's return to the manuscript itself.

By this point, the manuscript has been copyedited

and formatted

to fit IVP style.

Your editor will send you the copyedited manuscript,

and you'll review the edited manuscript to make sure that everything communicates as you intend. Any significant changes should be made now. You can mark your corrections on a PDF or hard copy,

and then send your corrections back to your editor.

The manuscript will be corrected and sent to typesetting.

Now that the manuscript is near its final form,

we can send it out for more endorsements.

Draw up a list of potential endorsers.

Aim for a range of kinds of endorsers, coming from different constituencies, denominations, genders, ethnicities, geography, church/parachurch, ministry, academy, and so on.

Confer with your editor and marketers on prioritization. Decide together which ones you will approach and which IVP will approach.

Approach 12 to 15 people, max. Even if only half come through, that should be enough for a healthy mix of blurbs.

Ask for the endorsements to come in within 6 to 8 weeks, or by the deadline given by your editor.

Once endorsements come in, talk with your editor and marketers about which ones are most strategic to have on the back cover.

Meanwhile, the copyedited and corrected manuscript will be typeset.

This is where the text will be laid out as it will appear in the final book.

Sample pages for the interior layout are designed based on the overall cover design.

Your editor will send you a PDF of the typeset page proofs for your review. You will typically have a month to make any final corrections. At this stage, we want to keep the shifting of text to a minimum, so don't make significant changes that would require much repagination.

If you will be indexing your book, this is when you would do so. Check with your editor for indexing guidelines.

Then send all your corrections and indexes to your editor by the deadline provided.

Most of our authors make corrections on a PDF, but you can also do so on paper hard copy if you'd like.

While you are reviewing the page proofs, the book will go to proofreading.

The proofreaders will catch any last typos and errors in style or formatting.

Their changes will be made along with your corrections.

Then the book goes through several rounds of final checks to make sure that everything is correct.

A final PDF of the interior text is made to be sent to the printer.

The back cover copy is finalized

and back cover endorsements are selected. The cover or dust jacket is printed separately from the book text and then joined later.

When everything is complete, the print edition is sent to the printer.

It will spend six to eight weeks at the printer

for physical printing and binding.

At the same time, the book will be prepared for eBook conversion.

The design files will be adapted into multiple ebook formats for different ebook vendors and distributors,

from Amazon Kindle and Google Books

to IVP's own ebooks in epub, mobi, and PDF formats.

Finally, your book will reach publication!

It will be published in both print and electronic formats.

Copies of the print edition will arrive at IVP's warehouse

and orders will be shipped to booksellers, distributors, and other customers.

And ebook editions will be released digitally, going live at various ebook sellers.

We aim for simultaneous ebook release, usually within a few weeks of print publication.

Congratulations! You're a Published Author!

May your book go forth into the world and be a blessing to many.

Publication is just part of the story. Now the real work begins . . .