

Creating a Publishing Team

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While you can try to do everything yourself, you might not have all the necessary skills or the time. Having a publishing team will get you the best results and will make the publishing process a lot easier. This means finding an excellent editor, a cover designer, book formatter, along with possibly a marketing expert or PR person. This will not only result in a quality book but it'll allow you to focus on building your writing career and publishing company.

Who do you need on your book publishing team?

Editor:

There are different types of book editing – including proofreading, copyediting, line editing, and developmental editing – for different stages of the publication process. You should be aware of what kind of editing your manuscript needs and what is involved in each type.

Book Formatter:

A book formatter prepares your book for printing or for eBook according to the guidelines of the site you'll be submitting to.

Cover Designer:

A book designer creates the cover and visual designs for a published book. This is a big task involving creativity most of all, but also an understanding of the content of the book, and even some business skills.

Beta Readers:

Beta readers are people who read and provide feedback on your manuscript. This could be before the editing process or before publishing. They can also turn into book reviewers.

Illustrator:

If you have a children's book, you must also have illustrations. It's best to hire an illustrator rather than a publishing service that offers generic digital illustrations.

Marketing and Public Relations Person:

A skilled marketer or public relations person can tailor a book pitch to hundreds of media contacts in a carefully cultivated database.

Questions to Ask Before Hiring Anyone:

- What services do you provide?
- Do you have a sample of your past work?
- How much will you charge?
- What are their turnaround times?