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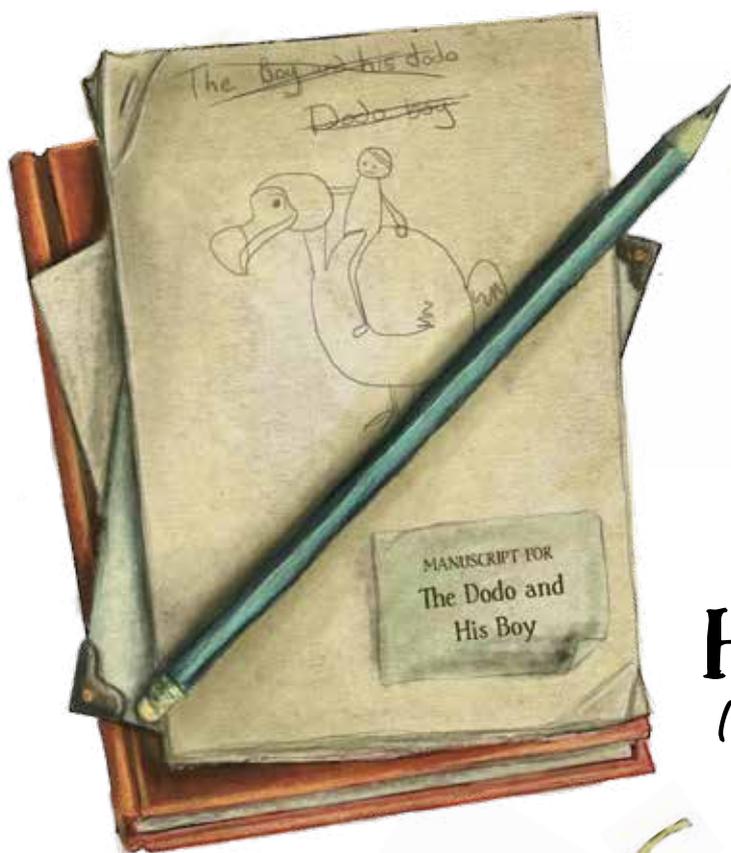
manuscript
Your Guide to

{ NOW THAT
YOU'VE
FINISHED IT }

LITTLE STEPS

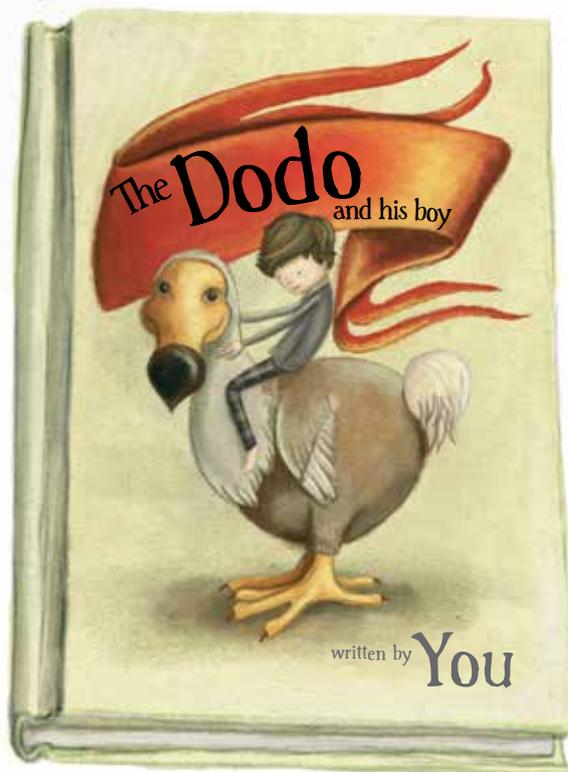
publishing





MAGIC HAPPENS

(not really, we work hard to make your book amazing)



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When you publish with Little Steps your book can be made available in either softcover, hardcover and/or as an ebook. We use the best digital and print-on-demand technology to create your book in any format.

12 PRODUCTION

At Little Steps Publishing, we believe in producing high-quality books. Our production team will offer you all the production elements that are available to the large publishing houses.

15 EDITORIAL SERVICES

Our experienced editors will provide suggestions on how to improve your book. From grammatical to structural, our editors will work with you to make your book the best it can be.

16 DESIGN SERVICES

Our talented design team will work to provide design concepts that best convey your vision to your audience.

18 ILLUSTRATORS

If you are unable to find an illustrator who suits your needs, Little Steps has a database of qualified and unique illustrators.

20 THE STEPS

22 PACKAGES

24 MARKETING SERVICES

Using all marketing approaches, our book marketing services will allow your book to gain the exposure it needs. We also encourage you to contact local schools, your local paper and promote your book through local radio stations so that every marketing avenue is utilised.

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Your ticket to becoming a published author.

WHERE TO START

So you've finished your manuscript – your pride and joy – but now what? You contact Little Steps Publishing! We are devoted to producing high-quality children's books and unlike self-publishing, we offer aspiring authors access to the

professional resources needed to publish their manuscript. With our help, every step on your publishing path is taken care of. From editing to design, from ebook to book launch, Little Steps is your ticket to becoming a published author.

SOME RESOURCES

Writers & Artists:

<https://www.writersandartists.co.uk/>

The Society of Children's Book Writers and Illustrators:

<https://www.scbwi.org>

Federation of Children's Book Groups:

<http://www.fcbg.org.uk/blog/>

The Society of Authors:

<https://www.societyofauthors.org>

Alliance of Independent Authors:

<https://www.allianceindependentauthors.org>

NEED SOME EXTRA SUPPORT?

Get involved in National Novel Writing Month (NaNoWriMo) and write an entire novel in a month (November). Track your progress and meet other professional and amateur authors online at www.nanowrimo.org

Set yourself some writing challenges and get inspired at:

<https://thewritepractice.com>

~~The Boy and his dodo~~

~~Dodo boy~~



MANUSCRIPT FOR
The Dodo and
His Boy



**THE COMMISSIONING
EDITOR'S STORYTELLING
TIP:**

Treat your story like a thriller. No matter what it is about, or how long it is, there must be something in it that a reader will find thrilling.

WRITING TIPS

1. PERFECT THE PLOT

"If you start with a bang, you won't end with a whimper." – T.S. Eliot

Perfecting the plot of your story is vital. It must have a defined beginning, middle and end.

No matter the size, one must be able to pinpoint the rise and fall of events like a rickety rollercoaster ride. The beginning is the ascent of the rollercoaster. It is here that the writer must catch the reader's attention and interest. The middle consists of the highest point on the ride or a series of loops. At this point, the story must reveal one or more climactic events as they take place. These can be as perilous as a runaway roller-coaster or as subtle as a shift in perspective, as long as the reader is left clinging to every word, like he would to a runaway rollercoaster cart. The end is the final descent of the ride whereby it comes to a neat and not-entirely-perilous end. Here, the writer must resolve the main climactic events in a satisfying and conclusive way.

2. SHOW, DON'T TELL

"Don't tell me the moon is shining; show me the glint of light on broken glass." – Anton Chekhov

If Monty is a magnificent magician, don't simply write Monty is a magnificent magician. This is telling. Instead, show the reader that Monty is a magnificent magician through description. Let the

reader hear the cheer of the audience and feel Monty's confidence. Take us into his mind as he expertly produces a card out of thin air. Take us into the mind of the audience as they try to spot hidden doors in the floor. Show the reader. Don't tell.

3. AVOID CLICHÉ ... LIKE THE PLAGUE

"Easy writing makes hard reading." – Ernest Hemingway

Think about the words you write and try to avoid clichéd expressions and descriptions. It may take a little longer to formulate your sentences, but you will find using your own words beneficial as a writer, and a marked improvement in the quality of your written work.

4. ADD METRE TO YOUR RHYME

"So the writer who breeds more words than he needs, is making a chore for the reader who reads." – Dr Seuss

Rhyming texts must have metre. A story that rhymes but lacks metre is akin to singing off key. Each line should have a pattern of stressed and unstressed beats. Be sure to count the syllables when constructing your rhyming text and avoid the easy rhyming word. The words you use should also move your story forward.

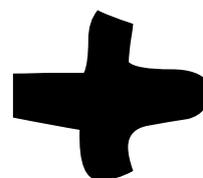
ABOUT US

At Little Steps our team of professionals, who have a proven track record of domestic and internationally successful books, provide a complete service for the aspiring children's author. With your help, Little Steps can take care of the printing, design, marketing, editing, proofreading, public relations, production and distribution of your children's book.

As opposed to self-publishing, which only allows an author to buy a quantity of books, partnership publishing allows the author to financially invest in his or her own book. As a financial partner with Little Steps Publishing, the author receives a higher percentage of the profits, along with the added production benefits of larger publishing houses.



You
author





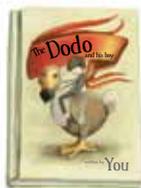
Little Steps

PUBLISHING

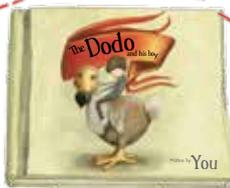
FORMATS

SIZES

We can print your book in any size, however, you might like to consider one of these popular sizes:



200mm x 250mm
(portrait)



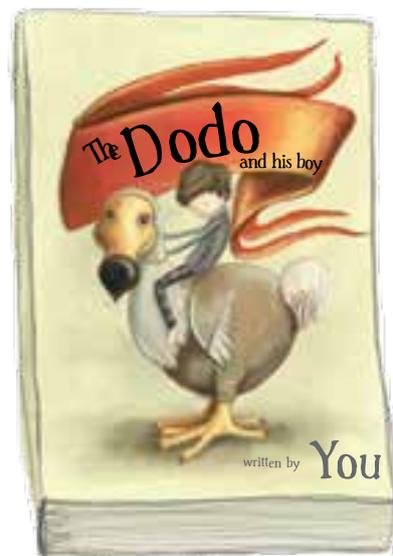
210mm x 210mm



250mm x 200mm
(landscape)

PAPERBACK

All our paperbacks are printed on high-quality paper stock and are perfect bound (glued binding). They can be full-colour picture books, chapter books with full-colour images or black and white chapter books.



HARDCOVER

Little Steps Publishing offers our clients the opportunity to print books with a page count as low as 32 pages in hardback format.

Hardcover books come in three formats:

1. PLC (Printed Laminated Cover):

A casebound book using printed sheet as cover wrap, rather than cloth or other cover material. This style also stands on its own without the need for a jacket.

2. Full-colour dust jacket and one colour cloth-bound:

The dust jacket allows us to print your author biography and a description of your book on the inside flaps, freeing up the back cover for print reviews and endorsements.

3. Combination of PLC and dust jacket:

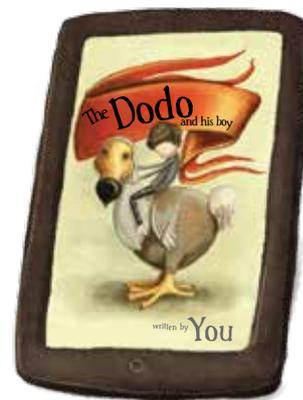
If the hardcover option does not come in your purchased package you may purchase it as an upgrade option.

Note: due to the higher production costs, the retail price for hardcover books can be as much as £10 more than softcover books.

ELECTRONIC FORMATS

Books in electronic format, otherwise known as ebooks, are slowly becoming popular. Little Steps offers our clients a choice of three electronic formats, however, your electronic format is dependent upon whether your book is a picture book or a chapter book.

- 1. Fixed-layout ePUB:** For illustrated books and can only be used on full-colour multi-touch devices such as Amazon® Kindle and Apple® devices.
- 2. ePUB:** For black and white or full-colour chapter books and can be used on all eReaders, such as the Amazon® Kindle or Sony® Reader.
- 3. Digital Publishing App:** A multimedia app for picture books and chapter books. Can be used on Apple® and Android® devices.



PRODUCTION

At Little Steps Publishing we can offer you all of the same production elements that are available to the larger publishing houses. These production elements will give your book a unique look and feel.

HARDCOVER (£1.00 PER COPY)

Hardcover books are printed with cardboard covers instead of paper. This is great for first editions and high-quality publications.

GLOSS OR MATT LAMINATION

Gloss lamination is a shiny or glossy lamination. It is high-profile and professional. Matt Lamination gives a subtle, tactile effect that oozes quality. Lamination forms a protective coating over the print, gloss lamination provides a higher level of protection than matt lamination. Matt lamination is often teamed with spot UV.

SPOT UV (£0.10 PER COPY)

Used to enhance your book with a high gloss effect. It highlights logos, pictures, text and creates a subtle, shiny effect on a solid area of print.

EMBOSS (£0.22 PER COPY)

A mould is pressed on the underside of the sheet of paper so that the surface stands out in relief, creating a three-dimensional effect without using ink or foil.

FLOCKING (£0.33 PER COPY)

Consists of synthetic fibres, which look like tiny hairs and add a velvet feel to a book cover.

FOIL (£0.26 PER COPY)

Foil blocking is when metal foil is used to create shiny, foil effects on the paper. Foil is available in a range of colours and is mainly used to enhance the overall look and quality of a book.

GLITTER (£0.16 PER COPY)

Glitter is available in a wide range of colours and can be added to the spot UV coating on a book cover.

DIE CUTTING (£0.11 PER COPY)

Die cutting is the process used to cut out shapes and create windows in your book.

PANTONE COLOURS (£0.09 PER COPY)

Single PMS adds an extra colour from the Pantone colour books. It is often used to add neon or metallic ink to a book.





EDITORIAL SERVICES

At Little Steps our professional editors will make sure that your book is professionally and correctly presented. The editorial team will also provide you with an outside perspective and make suggestions for improvement. Our editors follow the most up to date style guide, so you know your book is in good editorial hands, no matter the level of attention it needs.

ESSENTIAL EDITORIAL

Our essential editorial service gives your manuscript a thorough review of the basics, such as grammar, spelling, punctuation, capitalisation and sentence structure. When your manuscript is returned, you can expect a clean and professionally edited text that is ready to be read by a wide audience.

EDITORIAL REVIEW

When necessary, our editors will supply you with an editorial review. An editorial review is an overview of your manuscript. It details the manuscript's strengths and its areas for improvement, a sample line edit to show the types of errors found, and suggestions for further improvements.

LINE EDITING

As the author of your own work, it is hard to catch all of the errors that lurk within the pages, even if you read it over and over again. With line editing, our editors go through every line of your manuscript to catch the errors you may have overlooked.

CONTENT EDITING

If your manuscript requires more extensive changes, content editing allows an editor to provide assistance with clarity, sentence structure, plot development, and – especially important for non-fiction books – consistency of information and ideas.

QUALITY REVIEW

At the end of the entire editing process, the editor will make one last review of your manuscript to ensure it is ready for publication. The entire editing process usually takes eight weeks, with your approval of each change as it happens along the way. At the end of the editing process, your manuscript will have received the most extensive and beneficial editing available.

DESIGN SERVICES

When you publish with Little Steps, our design team will give your book a professional look and feel with a beautiful cover design and unique interior layout.

INTERIOR PAGE LAYOUT

Our design department will create a custom interior for your book. This interior will include chapter titles, headings, page numbers and other typesetting details. The design team will also insert images, tables, formulae and conduct minimal manuscript clean up.

To ensure that any images or tables you submit to us come out clear and crisp in your book, please follow these requirements:

IMAGES

Submitted separately from your manuscript as a .TIF file format (.JPEG is also acceptable provided the file is over 5MB) CMYK colorspace and 300-dpi resolution

Keep in mind that all books need a 5mm bleed area (this is trimmed off later in the printing process) and that the illustrator should allow for this.

If your illustrator is not working on screen, but rather in a traditional medium, please supply us with the original illustrations so that our designer can scan them professionally.

After the layout is complete, you will be sent the first proofs of your book to approve.

COVER DESIGN

The appeal of your book cover is very important as it is the first thing that readers see in bookstores or online. Our design team will present you with a cover concept that will maximise your book's potential in the marketplace.

After our design team incorporates any changes to the cover design, per your request, you will then receive the final cover design as a .PDF file to approve before your book is sent to print.

PRE-PRESS

At Little Steps Publishing we ensure that your book complies with international pre-press standards. This means that the printers can easily process your files and that the final results will be as close as possible to the .PDF files you approved.



ILLUSTRATORS

We have a database of illustrators who have worked on Little Steps books. If you are struggling to find an illustrator who suits your needs, you are welcome to

have a look at our illustrator database on our website: www.littlestepspublishing.co.uk/contributors/illustrators





THE STEPS

STEP 1. You finish your manuscript.



STEP 2. You submit your manuscript to Little Steps Publishing.



STEP 3. Our publisher discusses the project with you.

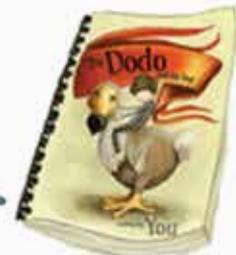


STEP 4. Review and edit.

STEP 5. Illustration.



STEP 6. Layout and design.



STEP 7. First proofs.

STEP 8. Approval by all.



STEP 9. Sent to printers.



OR STEP 9. Ebook creation.

STEP 10. Ozalids arrive. These are the first, unbound print-outs from the printers.



STEP 11. Our publisher approves the ozalids.



STEP 13. Designer approves ozalids.

STEP 12. Editor approves ozalids.



STEP 14. You approve the ozalids.



STEP 15. Printers receive approved ozalids and start printing your book.



STEP 16. Advances arrive. These are the first complete copies of your book which have been air-freighted from our off-shore printers. Two copies are couriered to you as soon as they arrive at our offices.



STEP 18. Your books are delivered to an address of your choice.



STEP 17. The bulk of your books are then shipped. Shipping takes approximately six weeks.

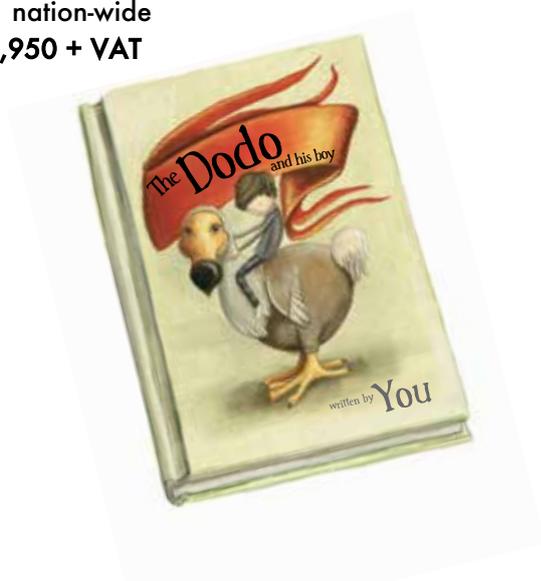
PACKAGES

Please note that these packages are flexible and completely customisable. Package prices will therefore vary according to the size, number of pages and specific production elements requested. Please request a quote.

RECOMMENDED RUN

- 2000 copies, 32 pages + cover, size up to 220mm x 300mm, paperback
- Full colour, 130 gsm paper, gloss or matte laminate cover
- Professional editing, proofreading and design
- Choice of cover design
- Feature on front page of Little Steps website for 2 months
- 10 review copies sent out
- Feature in Little Steps online catalogue
- Feature in Little Steps printed catalogue
- Published under Little Steps imprint
- Distributed by our distributor to bookstores nation-wide

£6,950 + VAT



DEBUT RUN

- 1000 copies, 32 pages + cover, size up to 210mm x 210mm, paperback
- Full colour, 130 gsm paper, gloss or matte laminate cover
- Professional editing, proofreading and design
- Choice of cover design
- 10 review copies sent out
- Feature in Little Steps online catalogue
- Feature in Little Steps printed catalogue
- Published under Little Steps imprint
- Distributed by our distributor to bookstores nation-wide

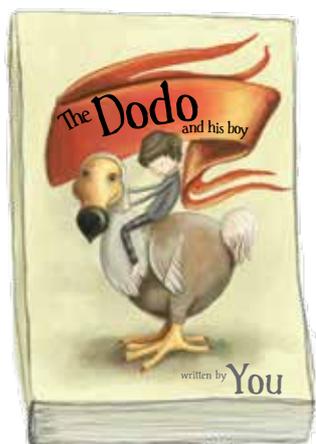
£4,880 + VAT



PRINT ON DEMAND

- 32 pages + cover, paperback cover
- Full colour, 130 gsm paper, gloss or matte laminate cover
- Professional editing, proofreading and design
- Choice of cover design
- Feature in Little Steps online catalogue
- Feature in Little Steps printed catalogue
- Published under Little Steps imprint
- Only 10 books printed
- Extra copies are available, please request a quote

£2,250 + VAT



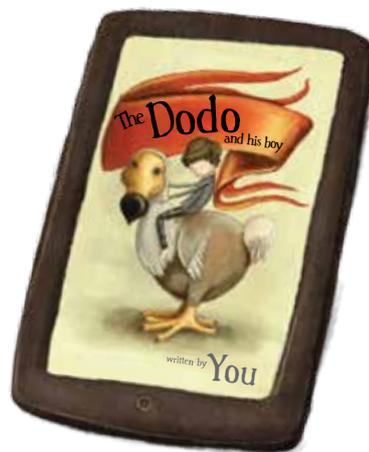
DIGITAL PACKAGES

An ebook created in the applicable format for your book:

- Children's picture book: fixed layout ePUB, for Apple®, Amazon® Kindle or Android®
- Chapter book: ePUB format for Amazon® Kindle, Sony® Reader, Barnes & Noble nook® or Apple® iPad and iPhone

£1,850 + VAT

- Please inquire about our digital publishing apps and multimedia apps for Apple® and Android® devices.



MARKETING SERVICES

Our marketing services provide your book with the necessary elements for promotion such as press releases and review submissions. We encourage clients to contact local schools, their local paper and promote their book through local radio stations so that every marketing avenue is utilised. Little Steps will also feature your book on the Little Steps website and in the Little Steps catalogue.

PRESS RELEASE

A press release or media release is a necessary element for book promotion as it announces the arrival of your book to the media industry. A press release consists of a written introduction to your book and information on the author and illustrator.

REVIEWS

Positive book reviews in magazines and newspapers help make your book known to the public. With a press release, Little Steps will send 10 copies of your book to the editors of newspapers and magazines for review and promotion.

COMPETITIONS

As Little Steps is a partnership publisher, we are able to enter your book into children's literature competitions.

BOOK LAUNCH AND SIGNINGS

Our publishing consultant will work with you to organise your book launch and book signings. If necessary, we can also provide you with a Master of Ceremonies to host your events.



FAQs

WHAT IS PARTNERSHIP PUBLISHING?

Partnership publishing is where the author shares part of the cost with the publisher.

WHAT'S THE DIFFERENCE BETWEEN SELF-PUBLISHING AND PARTNERSHIP PUBLISHING?

Partnership publishing allows the creator to become a financial partner by paying for the printing costs. Partnership publishing works with the author to provide design, production, editing, distribution and marketing. Self-publishing only allows the creator to buy a quantity of printed books.

WHAT IS A DISTRIBUTOR?

Publishers distribute through a distribution service, which has representatives who actively sell books to bookstores.

HOW MUCH MONEY WILL I MAKE?

We keep our model simple. Little Steps pays 80% royalties. This is for domestic, trade, international sales and licensing. Whatever net income Little Steps receives from the sale of a book or its rights, we pay 80% of that amount to the author.

- As an example of sales made by our distributor. The book sells RRP for £15. It is sold to the bookshop for £9 (a discount of 40%). The distributor and sales team keep 15% (£2.25) commission, meaning Little Steps receives £6.75. Little Steps pays 80% of £6.75= £5.40 to the Author.
- In sales made by the creator, the creator will receive 100%.

WHAT HAPPENS WHEN MY PRINTED BOOKS ARRIVE?

If, for example, the creator has ordered 1000 copies, Little Steps will receive 100 copies for marketing and promotion, the distributor will receive 200 copies and the remaining 700 copies will be sent to the creator to promote and sell to the public.

CAN I CUSTOMISE A PACKAGE?

Yes! The package prices are only the standard prices and are completely customisable. If you would like your book to be bigger, have coloured foils and die cutting, then the package price will change to reflect these additions.

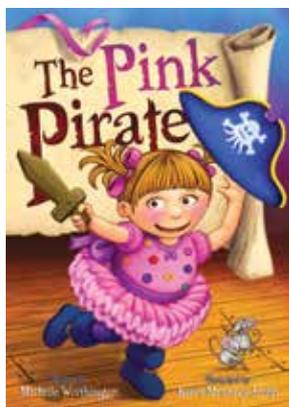
WHAT ABOUT ILLUSTRATORS?

Illustrator fees are not included in Little Steps packages, however, we can suggest illustrators if needed.

HOW IS PAYMENT PROCESSED?

A 50% deposit is due upfront and the remaining 50% is due once the creator has signed off on the proofs. After the creator has signed off on the proofs, no further changes can be made.

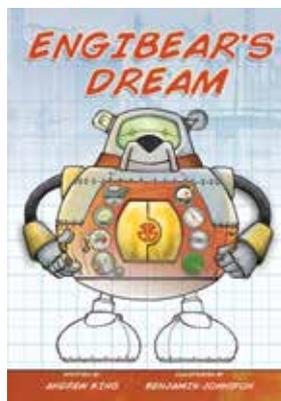
TESTIMONIALS



Little Steps Publishing has really raised the bar when it comes to partnership publishing. After significant research into printing options, both locally and internationally, I found Little Steps. From my first interactions, I quickly realised that I was being

guided by the very best in the partnership publishing industry. Their genuine willingness to assist in all aspects of manuscript assessment and the team's dynamic, creative support gave me the confidence that not only would my work be treated with the utmost professionalism, but their passion for promoting authors would help with the marketing and sales of my book. Even after my book was published, they continue to provide me with support and I am confident that I will take advantage of their services again in the future. Publishing with Little Steps can open the door to endless possibilities.

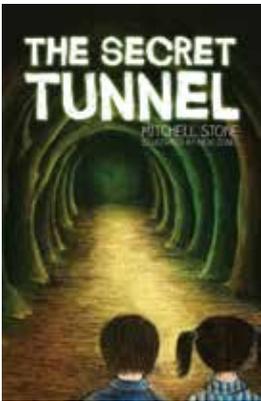
- Michelle Worthington, author of The Pink Pirate



Little Steps provided an honest, intelligent and professional partnership publishing service. Just as importantly, they had a personal and caring approach. As the project progressed, Little Steps provided

constructive, timely advice and feedback about elements of the book ranging from the storyboard layout to the front cover design. Engibear's Dream even got a trip to the Bologna Children's Book Fair and the Frankfurt Book Fair. The visits resulted in an international publishing contract. The advertised services, such as professional editing, printing, distribution and marketing happened on time and budget. Little Steps also provided extras such as financial and marketing advice, organising for the books to be printed on FSC paper, splitting delivery of books and organising promotional materials. Even after publication Little Steps continue to be interested and involved with promotion both nationally and internationally. This was my first children's picture book and the process of producing it with Little Steps was very enjoyable and rewarding. I am looking forward to doing it again.

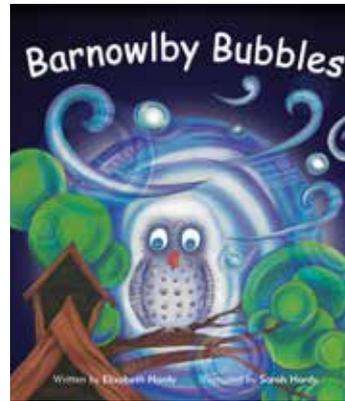
- Andrew King, author of Engibear's Dream



The Secret Tunnel was my first book and I was very unsure about how a book was published and the process of editing and design. I am so glad that I published with Little Steps as they were extremely helpful and understanding. There were questions that

came up every week, yet everyone was always happy to assist. My original story improved considerably from the original draft. The commissioning editor and I developed the story almost daily for three weeks until we were completely satisfied. The Creative Director was also continually working with me to get the layout of the book with the pictures exactly perfect. I even got help to plan the book launch which was a memorable day. If I had not published my book through Little Steps, the finished product would be nowhere near as polished and professional. I very much recommend to anyone contemplating publishing a book to go through Little Steps. I have planned a series and have already started on the second installment, which I plan on publishing through Little Steps.

- Mitchell Stone, author of The Secret Tunnel



When I received the letter from Little Steps Publishing, offering me the opportunity to have my first book, *Barnowlby Bubbles*, published - I was overjoyed. *Barnowlby Bubbles* was submitted as an

illustrated manuscript, beautifully illustrated by my daughter Sarah Hardy, so it was in a sense a double celebration! What followed was an amazing journey. The team at Little Steps was so attentive with their expert editing, page design and communication on every aspect leading to the final product. I will always treasure the moment I received the very first copy of *Barnowlby Bubbles* fresh off the press. The cover alone could not have been more impressive, let alone the rest of the book! The partnership marketing process was so successful that it left us with a wonderful 'sold out' sign! A sincere thank you Little Steps!

- Elisabeth Hardy, author of Barnowlby Bubbles



CONTACT US

To discuss how we can help you publish your manuscript, please contact :

Phone: 0203 962 4459

Email: info@littlestepspublishing.co.uk

See website and social media for more details:

www.littlestepspublishing.co.uk