



THROUGH ASSISTED PUBLISHING, WE
PROVIDE ACCESS TO HIGH QUALITY,
PROFESSIONAL EDITORIAL AND DESIGN
SERVICES, FOR BOTH PRINT AND DIGITAL
PUBLISHING, PARTICULARLY FOR EXPERTS
AND INFLUENCERS ACROSS ALL BUSINESS
SECTORS WHO WANT TO MAINTAIN
THEIR PROFESSIONALISM WHEN ADDING
PUBLICATIONS TO THEIR PORTFOLIO.



TANTAMOUNT ASSISTED PUBLISHING INFORMATION FOR AUTHORS

Our “assisted publishing” model allows us to provide a complete range of services to aspiring authors, while they retain complete ownership of their work. Even when the book is published under the Tantamount imprint, Tantamount does not take a percentage of sales and the author has full control over price and distribution of the published book.

Note: we do occasionally offer a traditional publishing package for specific projects that interest us, but these are usually commissioned projects.

SERVICES

**EACH SPECIFIC PROJECT IS DIFFERENT
AND EACH AUTHOR NEEDS HELP WITH
DIFFERENT ASPECTS OF THE PROJECT.
WE OFFER A FULL RANGE OF SERVICES.**





1. EDITORIAL SERVICES

We can help with your manuscript at all stages pre-publication:

Planning	Ghost writing
Editing	Copy editing
Proof-reading	Indexing

2. DESIGN SERVICES

For print or digital publication:

Interior layout	Typesetting <small>(Includes choosing fonts and styles for each different hierarchical element to facilitate legibility and provide a “map” for the reader.)</small>
Tables	
Formulae	Charts
Graphics creation	Image manipulation
Infographics	Illustration





Additional design services for reflowable digital books:

Revision/creation of styles & text settings	Dynamic table of contents
Standard ePub 2.0 + enhanced CSS	Conversion of ePub to other formats
Metadata integration	

3. ENHANCED EBOOKS AND MULTIMEDIA SERVICES

Digital publications – ePub 3, iBooks and apps – can take advantage of a range of multimedia elements. We can provide:

Video	Animation
Audio effects	Music composition
Voice-over/Narration	HTML5/CSS 3



4. AUDIOBOOKS

Although an enhanced ebook can include voice-over or narration, this is not the same as an audiobook, which is a standalone audio version of the book, read either by the author or by a professional voice-over artist.

5. COVER ART

We create fully bespoke cover art; although the basic artwork may be similar, separate cover designs need to be produced for digital and print publications as these are presented differently and serve different purposes; in addition, the digital cover must be optimised for efficient viewing on screen.

6. ISBN

Even in this digital age, an ISBN is still the mark of a professional book. If, once we see the manuscript, we are happy to publish it under the Tantamount imprint we can provide an ISBN at no additional cost; in this case, for a printed book, we would require six copies for legal deposit.

7. PRINTING

For a printed book, format, paper weight and finish make a huge difference to how the reader perceives the publication. We will recommend the appropriate specs to ensure that the finished artefact is the best it can be.

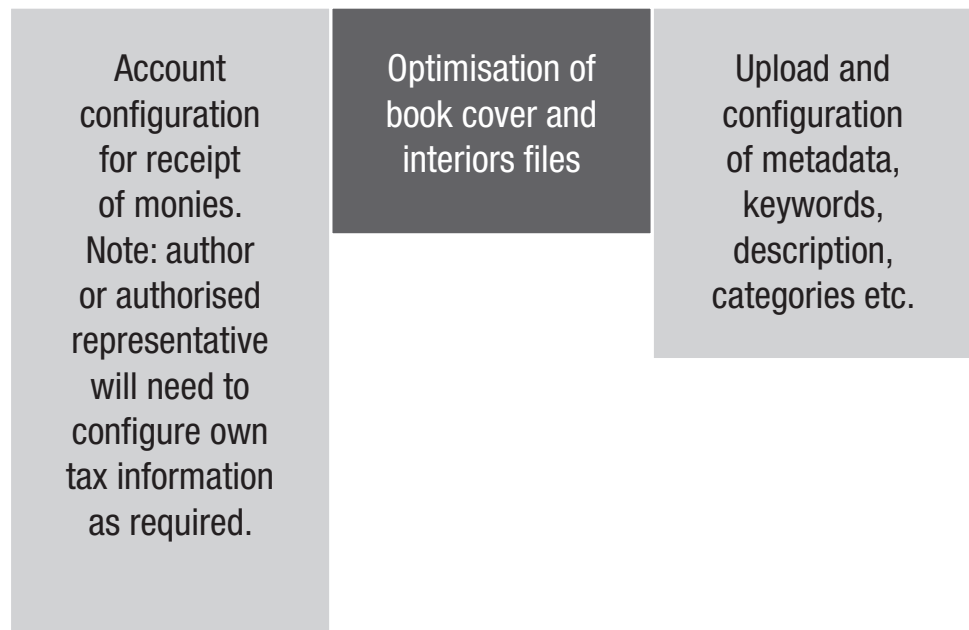
In addition to short print-runs (usually a couple of hundred copies), it is possible to set up on-demand printing, although each individual copy will cost more to print and the printing options may be more limited.



8. SUBMISSION TO DIGITAL BOOKSTORES

The standard ePub 2 ebook format is readable on smartphones, Kindles, ereaders, tablets and desktop computers, depending on the software installed, and can be distributed by the author as an ePub.

In order to upload to Amazon, Barnes and Noble, Kobo, the iBookstore etc., the corresponding author accounts must be created and configured:





9. MARKETING

While the author retains full control of the marketing process, we can assure the initial marketing actions are completed professionally:

Social media account(s) profile set up	Digital bookstore account(s) set up	Amazon Author Page
Personal or project branding	Wordmarks & logos	Author website
Book landing page	Book trailer videos	Marketing collateral



PRICING

Pricing depends on many factors, including length and complexity of the book content, so it is impossible to give an accurate price estimate without seeing the manuscript and discussing the scope of the project.

As a rough guide, interior design and cover art for print and reflowable ePub of a simple long-form text such as a full-length novel, with black and white interiors and minimal imagery would cost in the region of £1,800. (This does not include printing.) Complex formatting, including tables, charts, diagrams and images, would increase the price.

TIMESCALES

Each project is unique and will take more or less time, depending on the services required and the point the author is at when we first begin discussions.

If the manuscript is complete and already edited and proof-read, a digital book can be designed and published in less than a month (usually rather less). On the other hand, a project that starts at the planning stage may take up to a year. In all cases, if the book is to be printed, around a month should be allowed for a short proof-run and then the final print run.

Note, that delays can occur if feedback is needed from more than one person before design proposals are approved.

WHAT THE AUTHOR NEEDS TO PREPARE

As well as the main body of text, a book includes additional information that is required before the interiors can be designed. The full information for a digital book would be:

Final manuscript complete with all required content	Front matter: copyright information & credits	Keywords to be used for search purposes
TOC / index (Further information available if indexing is requested.)	Core metadata for online bookstores: (Essential book information): title, price, author, category	Enhanced metadata: brief description (around 150 words.)

BEYOND THE BOOK: ADDITIONAL SERVICES

Many professionals write non-fiction books as part of a larger training or profile-raising project. Tantamount also provides support services for full online video courses and influencer profiles.

If you are contemplating developing an online course or taking an existing presential course online, we can help at all stages of the project, from planning to pre-production, filming, editing and post-production of professional ad hoc video. We will also advise on the best medium for distributing your course online and help you implement it.

As a creative agency, we can create new branding or work within your existing brand guidelines to ensure that your complete project portfolio is all on brand and coherent across platforms, and that your identity remains professional.

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