


ETA PUBLISHING GROUP


 **ALLY BOOKS**

PUBLISHING PARTNERSHIP WITH EXCELLENCE!

FROM IDEA TO BEST SELLER!

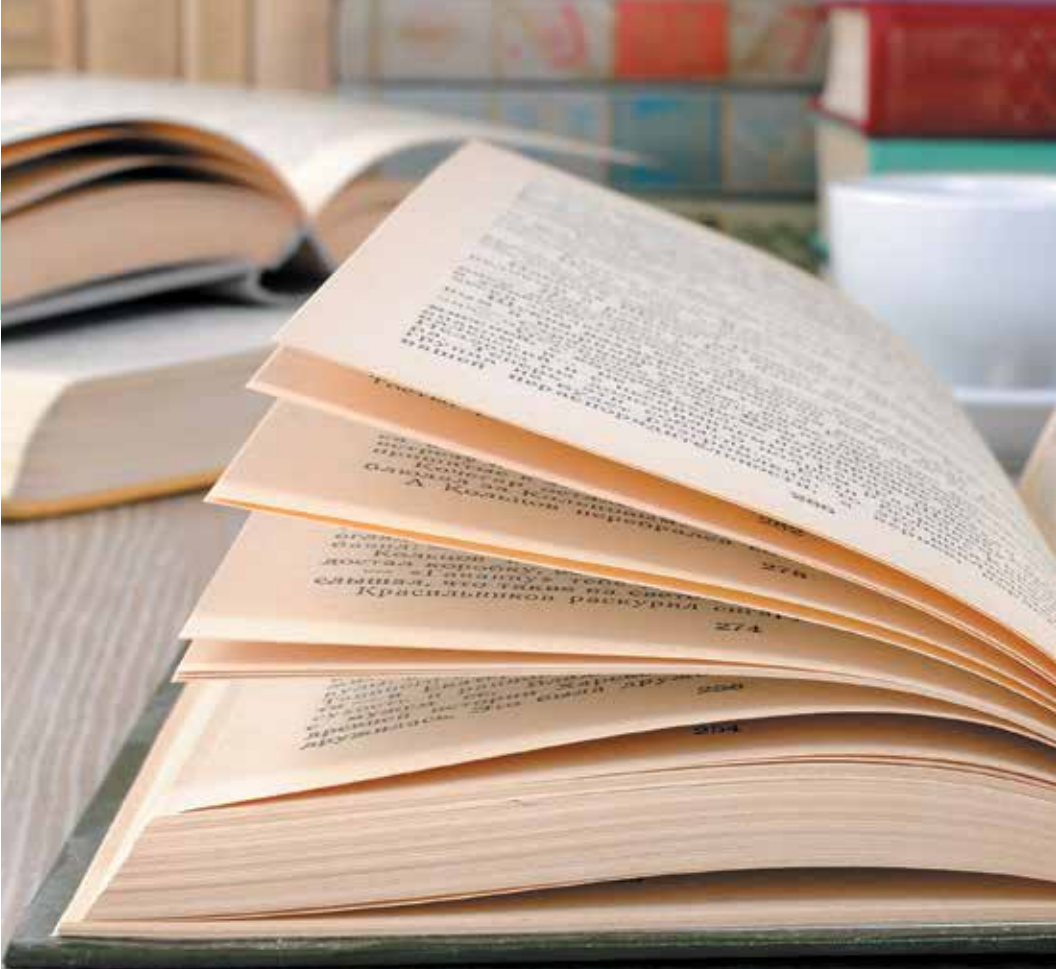
Is that your book's destination?





“Great is the art of
beginning, but greater
is the art of ending.”

- Henry Wadsworth Longfellow -



Our publishing programmes are flexible and tailored to your individual needs. You will be partnered with the right team for you, starting with your own Author Coach and or Publishing Consultant. You will have support in the areas you need.

Regardless of the programme you decide on, you will be assisted all the way. Together we will complete the programme on time and with excellence. Your book is unique and one size does not fit all.

The right mix of resources. The right fit for you and your book.

YOUR POOL OF RESOURCES

AUTHOR COACH Book
Manager ISBN Assignment
PUBLISHING CONSULTANT
Editor COPY EDITOR
proof reader ILLUSTRATOR
Designer **Production Manager**
Print - short run/virtual stock
FREE REVIEW COPIES

Traditional publishing resources ...

DISCOUNTED AUTHOR COPIES

DIGITAL - FIXED/REFLOWABLE EPUB

Audio Books - All formats

Distribution - online/wholesale

MARKETING **Promotion**

Entry in Niesen Book Database

LEGAL DEPOSITS & COPYRIGHT - UK

ROYALTIES FROM 20-70%

Author Page or Book Website Development

... with self publishing independence!

TAKE A LOOK AT OUR PROGRAMMES

1. ASSISTED PUBLISHING-PLUS PROGRAMMES

For a no holds barred full publishing, marketing and publicity solution! A blending of traditional production with modern print and book shop distribution, coupled with a National book publicity and marketing campaign. Your book will have the same route to market as traditionally published books!

2. ASSISTED PUBLISHING PROGRAMMES

The complete publishing solution, for Authors with an established fan base or an alternative route for promoting their book! The unique ALLY BOOKS blend of traditional and modern ensures, that your book will match the quality of any best seller, on any bookshelf in the world.

3. ASSISTED PRODUCTION PROGRAMMES

The publishing solution for the discerning self distributor. With full

editorial, production and design of your book. Your book will be finished to the highest quality and available in print and digital formats. Like Self Publishing only better!

4. ASSISTED DIGITAL /AUDIO ONLY PROGRAMMES

The E-Book /Audio Book Publisher's fully tailored publishing solution. Best in class e-book design. Professional audio book narration available in all popular formats. Plus the option of adding distribution and or, a marketing and promotional campaign.

5. ADDITIONAL SUPPORT PROGRAMMES

Sometimes the right solution is more than publishing techniques and systems. Our Author Coaches are here to support you in all aspects of your writing. The flexible support programmes tailored for you will ensure your book project progresses from idea to completion.

ALLY BOOKS Publishing Solutions are a great fit from idea to completion!

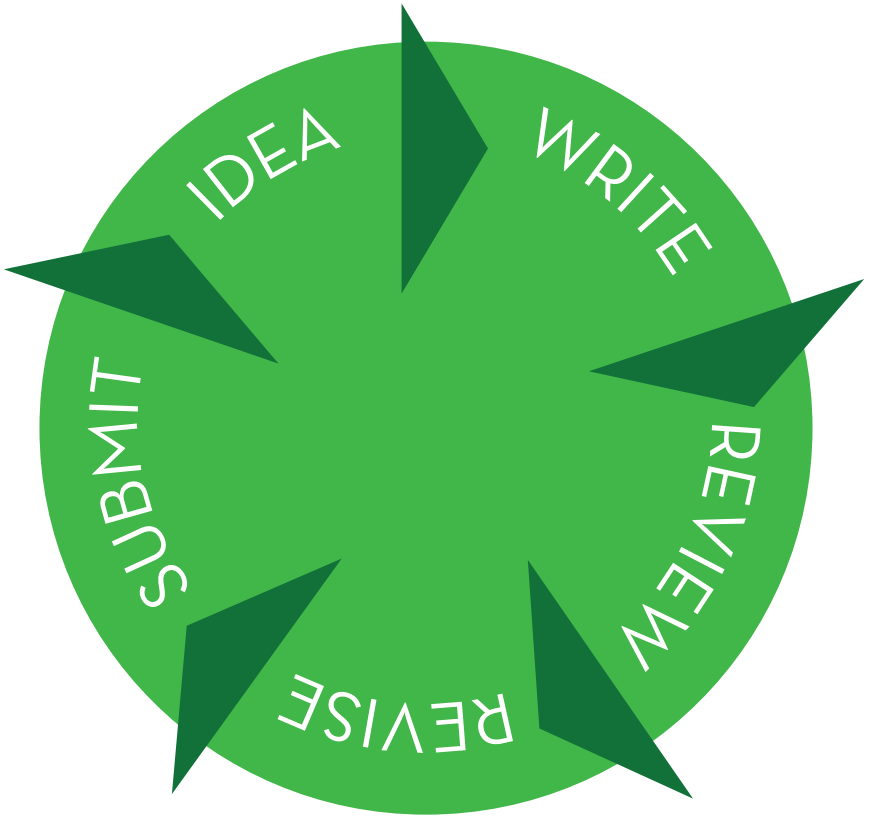


BUT I ONLY
HAVE AN
IDEA!

Or my manuscript
isn't complete!

An idea is a very great place to start. After all,
every best seller started from an idea!

IDEA - WRITE - REVIEW - REVISE - SUBMIT



So what if your manuscript isn't complete?
You've started; let's help you
get it finished!

With **ALLY BOOKS** you have the option of an Author Coach to support you at every writing stage.

Using our request an Author Coach form - Submit a synopsis of your idea and anything you have written to date!

An Author Coach will be assigned to you. They will contact you. Assess the areas of support needed. If extended

help is needed, i.e. A Ghost Writer etc. Your Author Coach will arrange the right match for you.

No need to hesitate; submit your idea or proposal today...

To request your personal Author Coach visit:

<http://www.allybooks.co.uk/author-coach-request-form.html#>



I HAVE A SYNOPSIS AND COMPLETE MANUSCRIPT; WHAT DO I DO?

The first thing is to prepare your submission document as follows:

Your first page is your cover page. Be sure to include the following:

- Manuscript Only Word count (top right hand corner).
N.B. This is not the word count of your entire submission document.
- Your full name and address, telephone number (including dial code), email address and the book title.

In the page header from page 2 onwards include your last name and the book title in short form.

Add your book synopsis on the next page or two, the category/genre of your book and the reading audience it is aimed at.

The Manuscript

Do not attempt to prepare the manuscript for publication. The designer's will do that for you.

Use a clear, plain typeface or font.

Double space. Indent the first line of a paragraph.

Don't put an extra space between paragraphs (as is done in single-space letter style).

One-inch-margins all round. Don't justify the right margin – your text should be aligned straight down the left side, but leave the right side ragged.

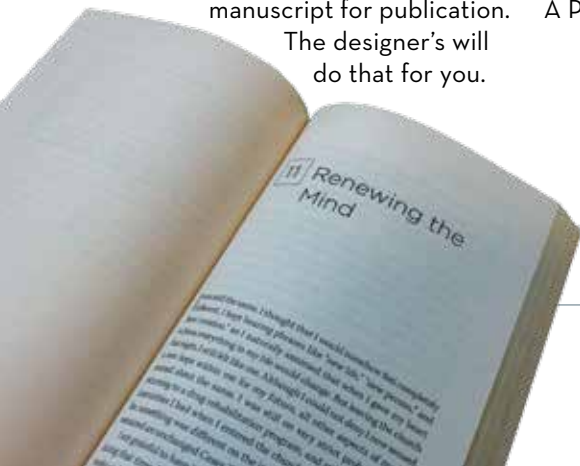
Where you want an extra space (space break), signify it with a centred #

Proofread. Don't assume spell-check has done this for you. It can't, and hasn't.

Number the pages.

On the last page provide the Genre.

Save your file to MS Word Format. A PDF submission will not be accepted.



SUBMITTING YOUR PREPARED FILE

WE HAVE TWO SIMPLE SUBMISSION OPTIONS...

STANDARD TRACK SUBMISSION

Submit your work! Full submission guidelines are available at: <http://www.allybooks.co.uk/manuscript-submission-guidelines.html#>. Our Standard Track Submission Form is below. If we can publish your book, you will receive an offer within 12 weeks. Your Publishing Consultant will get in touch. He/she will help you create your project plan. Help you manage the plan, and support you as needed. Due to the high level of submissions we receive. We will only email if we can make an offer.

For the Standard Track Submission Form visit: <http://www.allybooks.co.uk/standard-track-submission.html>

FAST TRACK SUBMISSION

Fast track your submission! We will instantly assign you a publishing consultant. He/she will check through

your submission to ensure it fits our requirements. Walk your manuscript through our manuscript review process. Keeping you updated throughout. If we can publish your book - You will receive an offer within four weeks. Your publishing consultant will contact you. Together you will agree the best publishing solution for you and your book.

If we cannot publish your book - you will receive an advisory report within four weeks. The report will explain our decision. If a revision and resubmission of your book manuscript is recommended. You will have the option of enlisting an Author Coach to support you. Your publishing consultant will be there to support you as your manuscript is transformed into print and or e-Book / audio book format.

To order Fast Track Submission and upload your complete manuscript visit: <http://www.allybooks.co.uk/fast-track-submission.html#>

...Publishing the ALLY BOOKS way is effective, supported and cost effective...

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CONTACT

ALLY BOOKS

SUITE A, 66 FELIX ROAD, BRISTOL. BS5 0JW

T: **0843 289 2274** E: **info@allybooks.co.uk**

W: **www.allybooks.co.uk**

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