



# A Guide to Self-Publishing

York Publishing Services Ltd



[www.yps-publishing.co.uk](http://www.yps-publishing.co.uk)  
[enquiries@yps-publishing.co.uk](mailto:enquiries@yps-publishing.co.uk)  
Tel: 01904 431213

# Foreword

In recent years the way books are published has changed beyond recognition.

The introduction of computer technology and digital printing has transformed publishing. Previously it was a high investment, high-risk industry. Now it is possible to print very short runs very cheaply.

A book can now be published for hundreds of pounds, only a few years ago this would have been many thousands.

Self-publishing is now affordable for anyone.

Now we also have eBooks, and the cost of publishing has reduced even further – you no longer have to invest in printing, storing and distributing printed books!

YPS has always been innovative and proactive in anticipating and reacting to both technology and the changing needs of the publishing industry. This has included the shift to digital printing and electronic publishing.

Unlike other companies offering self-publishing, we do not ask for advance payments or deposits. We only ask for payment when we have done the work, so publishing with YPS is risk free.

I hope you find the information in this Guide interesting and informative, as well as inspirational.

The next step is to contact us – there is nothing that cannot be solved over a cup of tea and chat, even metaphorically!

I hope to hear from you in the near future.

**Cathi Poole**

Director

York Publishing Services Ltd

April 2023

[cpoole@yps-publishing.co.uk](mailto:cpoole@yps-publishing.co.uk)



“There’s nothing that cannot be solved over a cup of tea and chat.”

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# Introduction

York Publishing Services (YPS) is a well-established, reputable company whose staff have more than thirty years experience producing books. Responding to an increasing demand from authors choosing to retain control over their work and supervise all stages of its publication, YPS has extended its business to help authors publish their own books. In other words, we can take your manuscript and turn it into a professionally produced book while allowing you control at every stage of the process. And because we are a dedicated in-house company, able to specialise in small print runs, it will cost you a lot less than you may think.

We have produced this guide to show you how to go about preparing your manuscript for publication, what will happen during the process, what you can realistically expect at the end, and how to work out how much it will cost you. We view this guide as a first introduction to YPS. In addition to our professionalism and expertise we are renowned for our approachability and friendliness (and our honesty!).

However original your work is, however ingenious the plot, compelling the characters or satisfying the conclusion, and whatever the genre you have chosen, your writing will remain a mystery to the rest of the world until you take the next step and turn it into a book. If, having read this guide, you would like to discuss your manuscript with us, please phone or email us.

## Some definitions and points to ponder

We work in a market with a tarnished reputation. On a regular basis we hear horror stories from authors who have been deceived into making large payments for the publishing of their books. Claims of exorbitant marketing campaigns and sales forecasts are made, flattering authors with dreams of fame and fortune.

YPS strive hard to differentiate ourselves from such companies. We do not make unrealistic claims about the sales you will achieve, we clearly point out all the pitfalls, indeed we have been known to talk authors out of publishing.

We pride ourselves on our integrity, and we want authors to self-publish with their eyes wide open.

## A definition of self-publishing

**For a book to be genuinely self-published, a name designated by the author as his publishing house must appear on the copyright page of the book as 'Publisher' and the book's ISBN must be registered by the ISBN Agency to that author as publisher.**

**Any company, which publishes books under its own name or imprint cannot, by definition, claim to help authors to self-publish.**

**True self-publishing gives authors much greater control over the production and dissemination of their books.**

*Source: Johnathon Clifford is an authority on self-publishing and vanity publishing and won the Daily Mirror 'Good Service Award' in 2002 for his work in 'protecting the rights of Britain's authors'.*

**With YPS:**

- ✓ You are the publisher, you will be designated as the publisher and author on the copyright page. As such, you will be registered as the publisher with the ISBN agency
- ✓ All copies of the printed book belong to you. The stock can be delivered to you, or we can distribute it for you. Even if the stock is in our warehouse it still belongs to you, the publisher.
- ✓ We print and charge for the number of books requested, however, it is often the case that we will suggest to authors they print fewer copies than they had in mind.

# Publish yourself

## A practical guide to self-publishing with York Publishing Services

So, you want to publish a book? You may have written it yourself or it may have been written by someone you know. It may be just for the enjoyment of others or information that you want to record. You may have had your proposal rejected by publishers, or you may just want to have full control over your book, which you would lose if your manuscript went to a publisher. York Publishing Services can help.

## Who are York Publishing Services?

YPS is a well-established company whose staff have more than 30 years of experience in all aspects of publishing. In 2022 Paula Charles and Cathi Poole took over the company from the retiring directors. They have both been part of YPS since its inception. They provide a comprehensive range of services to their clients and are only too happy to share their knowledge. They also provide practical advice that will avoid the expensive pitfalls and mistakes, which anyone new to publishing can easily make.

Let us say right from the start, YPS is not a vanity publisher; we make no extravagant claims about how many copies you will sell. We produce books on high quality publishing papers for many of the mainstream publishers. Our aim is to offer this same high quality, professional look to small or first-time publishers. We will give you help, advice and assistance and provide competitive quotations in advance.

If you decide to commission us to transform your manuscript into a book, then effectively you become the publisher (with your own publishing name or imprint). This means you will have complete control over all stages of production, you will own all the books you publish (and the copyright) and the revenue from the sales.

If you wish, we can handle full production, from concept right through to the sending out of orders to your customers. Alternatively, you may feel confident that you can cut down your costs by doing some of the production stages yourself.

**You do not have to use all our services, just the ones you need. It is up to you.**

## How does it work and how much will it cost?

We have prepared this guide to help you prepare your publication as efficiently, and therefore as cost effectively, as possible.

We will provide an initial quotation based on your specification. We have included a quotation form, which requests all the information we need to do this. If you need help deciding your specification, we will be happy to discuss this with you.

**We do not ask for any up front payment or deposit. We only request payment when we have done the work. Publishing with YPS is risk free**

# The publishing services we provide

There are many publishing options now available to you. With the development of eBooks, the opportunity to increase your audience (readers preferring print and those preferring digital) is available. As such you may wish to release an eBook as a companion piece to your print release or you may decide just to publish as an eBook.

Whatever you decide YPS can help.

## Printed books

### Editing, design and page layout

Our publishing services include copy-editing, proofreading, page and cover design, page by page layout and printing proofs. If you decide to publish just as an eBook, you will still need to edit and design your book.

### Printing and binding

We will advise you on the appropriate paper and cover materials, formats and binding styles. We provide both digital and traditional print facilities and will advise you which is best for you. It is very important to make your book look the same as those produced by mainstream publishers.

### Online bookshop - [www.YorkBookShop.com](http://www.YorkBookShop.com)

YPS has an online bookshop, [www.YorkBookShop.com](http://www.YorkBookShop.com), where you can sell your books. Your customers can order your publications from YPS 24 hours a day, 7 days a week from anywhere in the world. This service is now available to independent publishers who wish to distribute with YPS.

### Amazon

As you have an ISBN you are automatically listed on Amazon. Selling on Amazon can become complex.

YPS has accounts with Amazon.

We can talk you through the various discounts.

### Distribution

When you start to receive orders you will need to issue invoices, pick the order, pack it carefully to protect the books in transit, and finally organise despatch to your customer. When the payments come in they need to be processed and paid into the bank. There is always the problem of chasing for payment from customers who do not pay promptly. The more successful you are, the more you will have to do!

# eBooks

## What are the different types?

ePublishing and eBook conversion is an essential tool for self-publishers. YPS can help authors focus on the most profitable opportunities for developing, distributing, marketing and selling eBooks.

## Editing, design and page layout

You will still need to edit and design your book, even if you are just publishing as an eBook.

## Amazon

By far the largest retailer of eBooks. YPS can help you upload your files to Amazon's kindle store. We can also discuss Amazon exclusivity via their KDP Select.



# The publishing process: editing and design

There are a number of production stages in publishing that you may feel confident doing yourself, in which case the production cost will be lower. We can, however, handle it all for you. Either way, you will always remain in control, as we will consult you at all stages.

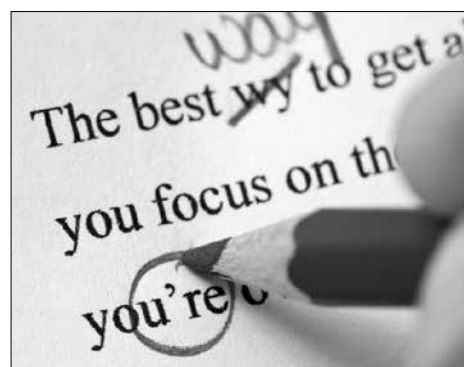
The editing and design part of the publishing process includes:

- ✓ copy-editing and proofreading
- ✓ page and cover design
- ✓ page by page layout
- ✓ proofs
- ✓ ISBNs and barcodes
- ✓ Nielsen BookData

## Copyediting and/or proofreading

If you choose to have your text copyedited or proofread it should be arranged before the book is prepared page by page. You are the expert on the content, however there could be mistakes in spelling, punctuations, sense and consistency.

You may have become too close to your text and can no longer notice errors that will become all too obvious when the book is printed. We have experienced editors who will highlight and point out any such errors.



All textual queries or changes highlighted by our editors will be referred to you for approval before we start the page layout.

Copy-editing is a must for clients who are thinking big and considering a full commercial release. YPS can offer advice on whether this is a viable prospect. Should this be an opportunity the content of your book will need to be the best it possibly can be and any budget used here will be money well spent. Manuscripts can be corrected; candid reviews highlighting spelling and grammar errors cannot.

**A note to authors that a single proofread or copyedit can miss things and is not infallible. Many traditional publishers have manuscripts proofread many times by different people but we realise this is expensive for authors on their own budget.**

## Page and cover design

The presentation and design of your publication is extremely important. It is the cover that provides the initial visual impact that attracts potential purchasers. We will discuss your ideas with you and then turn your ideas into a cover design. We can include photographs and illustrations if required.

Depending on your expectations beyond publication it is also worth considering current market trends. A book's cover is still the single most important decision a new publisher can make. A commercial release needs a commercial cover. YPS can offer guidance so that your book meets the requirements of the high street.

We will work with you and advise you on the ideal page size, how the book will look and which typefaces to use. We will prepare specimen pages and send them to you for your comment and approval, and will amend the designs if you are unhappy with any aspect.

*Remember, it is your book we are preparing!*

## First proofs

The proof checking stage is the last chance for errors to be picked up and corrected before the work is printed. This is always done after the publication has been prepared page by page.

We will provide you with a set of page proofs to check for any errors or mistakes. This stage is not an invitation to re-write! It is important that the text has been carefully edited before this stage. If major changes have been made at the proof stage it will be necessary to charge for the additional work involved.

## Second proofs

When we have made the amendments and changes required from the first proofs, we will send you a second set of proofs. This is so you can check the amendments have been interpreted correctly, and is your final check before we proceed to the next stage.

## Sign off proofs

After the amendments to the second proofs have been completed a final pdf will be sent to you for you to sign off for printing. Corrections can still be made at this stage, but they will be chargeable – they should have been picked up at the earlier proof stages!

## ISBNs and barcodes

ISBNs (International Standard Book Numbers) are obtained from the ISBN agency. As you are the publisher, the request must be submitted in your name. You can organise this yourself or we can fill in the form for you and send it to you for signature. It is not essential to have an ISBN, but if you intend to sell through bookshops or on the Internet, it is necessary. The British Library, libraries, book wholesalers and bookshops use the ISBN as a unique reference number to record information about the book on their computer systems.

You can contact the ISBN agency at:  
<http://www.isbn.nielsenbookdata.co.uk>

Barcodes are based on the ISBN. Once you have an ISBN, we can arrange the barcode for you. A bookshop will scan the barcode to access information about the book, such as the price and status.



## Nielsen BookData

Nielsen BookData helps publishers sell books by making sure booksellers have the most accurate, comprehensive and up-to-date information available about your title(s).

It requires the type of information that helps identify, find, order and sell your books. The ISBN, author, title, date of publication and price are essential, but there can be much more. For instance, a description of the content, a short biography of the author, the cover image, the format of the book and a standard subject code to help booksellers searching in a specific subject area can be provided. You can tell them who distributes each of your books, the markets in which they are available, any restrictions on sale, and much more.

Their web address is <http://www.nielsenbook.co.uk>

If YPS distribute your title we will enhance your listing on Nielsen Bookdata using our own account.

# The publishing process: printing and binding

If you are handling all the editing and design yourself you will save all the costs involved; however, you will need to supply us with the files ready for printing.

## Files for printing

Our preference is a print-quality PDF (portable document format) file but the cover will have to be correctly set up with the spine size and bleeds, etc. You will need to contact us in advance for this information.

If you are supplying colour files, these should be CMYK.

## Printing and binding

We can advise you on the appropriate paper and cover board, print methods and binding styles for your book. We can always send you samples of the proposed materials.

## How many copies to print?

It has always been the publisher's dilemma; deciding how many books to print. With conventional litho printing, the cost per book is lower the more copies you print, but it is a false economy to print more copies than you realistically need. We will work with you to come up with a realistic print quantity.

## Digital or litho printing?

These are two different print processes, and we will advise you which is appropriate for your book. Digital printing is appropriate for small-quantity printing. Litho is appropriate for larger print quantities.

## Covers

Covers are printed in full colour on the front and back. They are laminated with either a gloss or matt finish.

## Printing colour or black text pages?

One of the major advantages of digital printing is the facility to include colour pages anywhere in the book. With litho printing, pages printed in colour need to be grouped together.

If required, black and white photographs can be printed together on different paper, usually silk or gloss. These pages cost the same to print as the other text pages, although there may be a small additional setting-up cost.

## Binding styles

We provide a full range of binding styles.

- ✓ Perfect binding: also called paperback, soft back or limp.
- ✓ Wire-o binding: this is useful for reference books, cookery books, manuals and material for photocopying as the pages lay flat. There are variations of this binding style with a printed spine.
- ✓ Wire stitching: also called saddle stitching, this is used on journals, magazines, booklets and other short publications, normally up to 76 pages.
- ✓ Hardback binding: either printed paper case (PPC) or hardback with a separate wrap around jacket

## Packing and delivery

Our quotation will include packing into sturdy cartons and delivery will be at cost.

## When do I pay?

We do not ask for a deposit or any money up front. You will be invoiced at the sign off stage when you sign off the files to go to print.

# Distribution services

Once people know about your book, and decide to buy it, you will need to efficiently invoice and fulfil the orders. This can be a daunting task, and this is where we can help. For a number of years YPS has been providing distribution services for mainstream publishers. We are now able to offer these services for self-publishers, whether or not we have printed your book.

YPS' distribution service for self-publishers includes:

- ✓ receiving orders from customers
- ✓ invoicing and order fulfilment
- ✓ payment processing
- ✓ credit control
- ✓ stock storage and control
- ✓ sales and financial reporting



You can choose to sell your book through your local bookshop, through bookstores such as Waterstones, through wholesalers, Amazon, and directly online with YPS. Although bookstores are essential we recommend direct selling whenever possible.

## Why sell direct?

Booksellers expect a discount on the orders they place with publishers. The minimum discount is 35%, however, wholesalers, Gardners and Amazon will expect more than 50%, possibly as high as 60%, and you will have to pay for the freight/postage!

This will not leave you with much to pay all the other costs, never mind make a profit! Selling direct, on the other hand, means you do not have to give a discount, and you can charge the purchaser for packing and postage.

Successful independent publishers have established the right balance between direct sales and trade orders. One bringing them much needed revenue and the other offering volume sales. Of course, the right balance will vary from publisher to publisher.

With this in mind, and in an effort to further promote the national and international appeal of YPS distribution services, we launched our commission free distribution contract.

*Commission free and Stress free*

With our extensive contacts and accounts in the book trade, we are able to offer independent publishers and small press publishing houses the same book distribution benefits as the larger organisations.

**YPS is that vital link in the chain from your book to the market.**

Many bookshops, particularly major bookshop chains, are reluctant to deal with small and independent publishers. They place orders with wholesalers rather than ordering direct.

YPS have accounts with the book wholesalers and bookshops. Every day we process and supply orders to UK bookshops (including Waterstones), wholesalers, libraries and library suppliers.

## **Selling direct, online with [www.YorkBookShop.com](http://www.YorkBookShop.com) - open 24 hours a day!**

YorkBookShop.com specialises in selling books directly from independent authors and small publishers. You can display your book in our online bookshop, and it can be ordered online. We will take care of the paperwork and oversee the supplying of the book(s).

Benefits of selling direct online with YorkBookShop.com:

- ✓ The online YorkBookShop allows your customers to purchase your books directly from YPS, at any time, day or night
- ✓ YPS fulfil these orders within 48 hours
- ✓ YPS postage is in line with Royal Mail and Amazon charges
- ✓ YPS will hold stocks of your book for immediate despatch from our warehouse
- ✓ You will avoid having to give bookseller discount
- ✓ If you have a website and wish to sell your books online, you can simply have an automatic link from your site to the listing of your book on YorkBookShop.com
- ✓ Payments made by card and paypal incur fees. YPS covers these and returns 100% of the selling price

## **What will distribution cost?**

Fixed charge: £275.00 +VAT per title for the initial six months, renewal is £150.00 +VAT for the second and subsequent blocks of six months. All charges are payable in advance.

Additional titles are discounted by 50%.

For clients who are confident that they would require a full year of YPS' distribution service we do offer a discount on that first booking, £395 + VAT.

Commission: 0% of sales.

Postage: freight is charged at cost on trade orders. Postage on orders placed online is paid by the customers.

Storage charges are applied as follows:

- ✓ Up to 16 boxes charged at £0.90 per box per month
- ✓ If we are holding more than 16 boxes the charge will be based upon our pallet rate of £15 per month +VAT. Each pallet stores 32 boxes.

# eBooks Self-Publishing and Distribution Services

eBook publishing and eBook conversion has now become an essential tool for self-publishers. YPS Publishing can help authors focus on the most profitable opportunities for developing, distributing, marketing and selling eBooks.

- ✓ eBook Publishing in brief
- ✓ Could I self-publish my own eBook?
- ✓ eBook distribution
- ✓ What is DRM?
- ✓ In conclusion

You can't argue with the facts. eBooks, whether we like them or not, have shaken the foundations of the publishing industry. Self-publishers can't ignore how this change could add a potentially lucrative income stream. eBook distribution has turned the tables by cutting out the middlemen wanting a piece of your profits! With eBooks, self-publishers do not have the same struggle to compete with the big, mainstream publishers for bookshop shelf space. The question for authors, therefore, is no longer "Should I publish my book as an eBook?" It's "How can I successfully publish an eBook?"

At YPS, we work with you to design and publish your eBook to the highest possible standard. Our pre-production stages are exactly the same for an eBook as for printed books. Our in-house book designer does all cover designs and text layouts. You can pick and choose from the same extensive list of extra services that we offer for traditional publishing, from copyediting to marketing.

We also offer specialist eBook distribution uploading your eBook file to the major eBook retailers worldwide, we collate the sales, sort out the tricky VAT accounting, and pass you the revenue on a monthly basis.

## eBook Publishing in Brief

If you publish your eBook with YPS we will provide the following services:

### eBook production

- ✓ Digital editing and cleaning of your supplied file
- ✓ Cover design by a professional book designer
- ✓ Page design and layout by a professional book designer
- ✓ Printed proofs for you to check, amend and correct



- ✓ eBook conversion to epub format
- ✓ Proofs of eBook for you to check
- ✓ Facility to publish printed editions at a later date without having to re-start the layout procedure

**Ask about the YPS eBook Package if you anticipate releasing an eBook in advance of your print format**

## Could I self-publish my own eBook?

You could. However, there's a huge difference between books that are converted by a dedicated professional, and the more or less automated conversions that give you whatever comes out the end when you push a "convert" button.

Much like print YPS Publishing only create industry standard eBooks. This will give your readers a far superior reading experience. Not only that, but we handle the distribution too.

Each eBook must have a different ISBN number to the physical book. Our conversion process includes registration of your eBook ISBN number with Nielsen BookData.

## eBook Distribution

Self-publishers can get their eBooks onto as many digital shelves as possible upon release, or they can choose to opt for periods of Amazon exclusivity. Ask us for more details.

At YPS Publishing, as well as uploading self-publishers' eBooks onto Amazon, we also distribute via retailers such as iTunes, Kobo and their affiliates, to ensure that our authors' eBooks are available across the globe.

Submit the eBook metadata and book category codes to the online retailers.

As with physical books, we receive regular book sales reports from our growing list of distributors and retailers. These are then consolidated and passed on to authors. Most eBook retailers will require a 30% commission from publishers.

Consolidate the sales from each of the eBook retailers and pass to you the sales revenue each month, without deducting a commission.

In addition, we are happy to upload your eBook files onto these platforms under accounts in your name. The sales reporting and revenue will be sent direct to you. If this is your preference do please indicate during the eBook production stages.

Self-publishers set their own price for their eBooks, we'll be happy to advise on the current trends and advise on how your cover price could affect your Royalty rating on Amazon's Kindle store.

## What is DRM?

DRM (digital rights management) – A DRM protected eBook can only be read on an eBook reader or device registered to the purchaser. We will discuss the pros and cons of DRM with every self-publisher, as many authors prefer us not to upload their titles with rights controls.

## In conclusion

There are many beauties of eBooks, and here are just a few that you might not have thought of:

- ✓ eBook files do not get lost in the post
- ✓ They can be updated very quickly and re-uploaded for sale
- ✓ They can be used as review copies, saving your valuable print stock for paying customers!
- ✓ They can be sold to colleges and universities on a multi-use licence

eBooks are a very cost-efficient way of making your book available on a multitude of eReading devices, from a variety of retailers. Not only that, the publicity generated from eBooks can often enhance the sales of the paperback version. Our team at YPS Publishing can make your eBook conversion and distribution process simple!

**Please just send us an email or give us a call for a chat.**

# Further information

## How your book is produced

Our system is tried and tested, if we work together we will publish your book on time and budget.

Manuscripts are normally supplied to us in Microsoft Word, usually with a print out. It is important that the manuscript is the “final manuscript”. Once we start work, we only expect to make minor changes and amendments.

We import the Word files into InDesign. This is the program we use to style and design the text pages and cover.

## Specimen page design

First we prepare specimen page designs for you to consider. These are based on a short section of your manuscript and at this stage they are for design purpose only. We provide alternative page designs for you to consider. We will rework the designs in light of your comments and suggestions until you approve them. We use this design template to layout your book page by page.

## Copyediting and/or proofreading

If you choose to have your text copy-edited or proof read it should be arranged before the book is prepared page by page. All textual queries or changes highlighted by our copy-editor will be referred to you for approval before we start the page layout.

## Cover design

We ask you for your ideas and suggestions for the front cover. We interpret these to prepare an initial design for the cover. We adapt and amend the design until you approve it.

## Page by page layout and first proofs

We layout your book page by page using the approved page design as the template. At this point we cannot accept new electronic files from you, so it is important that the file we use is your final manuscript. If you subsequently make ‘significant changes’ to the text we will charge for the work involved.

When we have completed the page by page layout we will send you 'first proofs'. We will ask you to check the proofs carefully and clearly mark the required amendments and changes. We expect amendments and corrections at this stage, although it is not an opportunity to rewrite.

## **Second proofs**

When we have made the amendments to the returned first proofs we send you 'second proofs'. We also send the 'first proofs' so that you can check we have made the changes correctly. We do not expect there to be any changes and corrections at second proof stage.

## **Sign off proofs**

Once all the amendments have been made, we will send you a final pdf proof. We would ask you to check this final pdf very carefully and sign it off for printing. We will not be held responsible for any errors that you fail to pick up or that are missed at this last stage.

When we have your approval we finalise the print quantity and arrange the printing.

We follow a similar production method for eBooks.

## **Supplying files ready for printing**

If you have done your own layout and design we will require print-ready PDF files made to the correct size of your book. Using your files, we will check them to see if everything is in order. If it is, we will proceed straight to print. If the supplied files are not print ready we will charge for any work necessary.

# Standard book sizes

There are a number of standard sizes that you are likely to see on the bookshelf. Book sizes have evolved from the economical use of standard paper sizes. Over the years some of these paper sizes have become unavailable. Not all standard book sizes are economical for every type of paper. The choice is yours, but we will advise you if the size can be changed slightly to make it more economical.

A Format:	178 mm × 111 mm
B Format:	198 mm × 126 mm
Royal Octavo:	234 mm × 156 mm
Royal Octavo Wide:	234 mm × 170 mm
A5:	210 mm × 148 mm
A4:	297 mm × 210 mm



# Frequently asked questions

## What are the advantages of self-publishing with YPS?

You have complete control over all aspects of the publishing and production of your book(s). We will give you advice and make suggestions but the final decision on format, page and cover design, paper, cover material and finish and binding style rests with you.

**YPS will provide all the relevant information and cost alternatives.**

When the production is complete the stock of books and resulting sales are yours – you are the publisher!

## What royalty percentage would YPS pay me?

YPS do not pay you a royalty! The books belong to you so all the sales revenue is yours.

## Why are YPS different?

For more than 30 years we have been working with and for mainstream publishers. This publishing experience is available to you to assist in the publishing of your books. Our advice and assistance is always free, you just need to ask. We give honest advice and will not make extravagant claims about how successful your publishing will be just so you will publish with us.

## What is the difference between YPS and a publisher?

Publishers commission books and pay all the production and associated costs. They make commercial judgements regarding the potential success of the books they commission.

YPS do not publish their own books, preferring to work for publishers, assisting them in the production of their publications. YPS now offer this professional service to individuals who wish to self-publish.

## Is YPS a vanity publisher?

Certainly not. We make no extravagant claims as to how successful you will be or offer high royalty rates which seldom add up to much in reality. Nor do we ask for money in advance.

You are the publisher and we provide you with a publishing service. The printed stock of books is yours.

## **How many do I need to print?**

You can print as many as you want! When printing offset litho the cost of each book (unit cost) is lower the more you print. It is tempting to overprint to take advantage of the lower unit cost. However it is a false economy to print more than you are likely to sell. We will advise you and provide quotations for different print quantities.

## **How much will it cost?**

If you provide us with an outline of your ideas or proposal we will provide an initial quotation.

We will constantly revise our quotation as details become clearer.

Remember our advice is free and we do not ask for any payment in advance.

## **Can I visit YPS?**

Absolutely! We are located close to the centre of historic York, so you could combine a visit to York with a visit to YPS! We would gladly discuss your publishing plans with you and show you around and introduce you to the people that work here.

## **Do I need an ISBN?**

If you intend to sell your publication widely, particularly through the book trade, an ISBN is essential. Full information about obtaining an ISBN is included in this booklet. We would complete the application form for you, however the application would be submitted in your name and you would pay the fee.

## **How do I get my book(s) to bookshops and other purchasers?**

You can do it yourself, in which case you should direct orders from individuals and bookshops to yourself. You would need to raise invoices, pick, pack and dispatch the orders. You would also need to process the payments received and chase any unpaid invoices/accounts.

Alternatively we can do it for you! Details of our distribution service are on the website and included in this booklet.

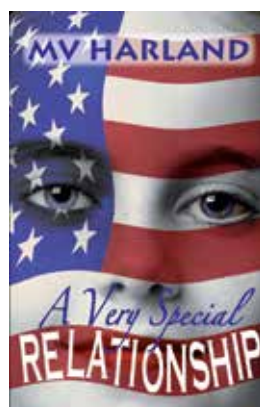
# Thoughts from a published author by Mark Harland

More than ever, new authors need to be wary of swimming in the shark-infested waters that is the world of publishing today. York Publishing Services is the dolphin in that sea of sharks. I can assure you that reading this Guide will prove to be a half an hour of your time well spent.

So who am I and why have I been asked to write this Testimonial? Well, my name is Mark Harland, I'm based in Scarborough and I started writing as a hobby almost twenty years ago. When I had finished writing my first book – *The Takeaway* – which was based on the Handover of Hong Kong to China, I enthusiastically sent the manuscript off to umpteen publishers. After many months I received only one response, a telephone call from a major international publisher. Sadly they informed me that whilst they liked my book, they couldn't publish it as the genre was too close to that of James Clavell, for whose estate they still published! It was great to be mentioned in the same breath as a novelist I had admired for years but it didn't solve my problem.

Undeterred, I started to write another book called *Your Country Needs You* a political satirical novel set entirely in the UK. I had no sooner finished it when, by good fortune, a friend introduced me to York Publishing Services (YPS). Several meetings followed and the Directors explained the options to me. A few months later and the book itself was actually in my hand, not to mention several shops, the online YorkBookShop and Amazon Kindle. It proved to be an apprenticeship for what lay ahead. Two sequels followed – *A Very Special Relationship* and *Her Place in the Sun* – with American and Australian flavours respectively. All the cover designs were by the brilliant Clare Brayshaw, a long standing member of the YPS team.

It seemed a natural progression from there to write memoirs and travel books connected to Australia, Belgium, Hong Kong and Malta, all places I have either lived in or spent considerable time. All I had to do was write the words and leave everything else to YPS. Perfect for a non-artistic clown like me who has trouble drawing a matchstick man. All I do is give YPS the ideas.





Latterly I wrote *The Maltese Mandarin* and *Hocus-Pocus AUKUS* to complete *The Takeaway Trilogy*. The former has sold in Maltese bookshops and the latter, just released, will hopefully sell in the UK and Down Under in 2024 and beyond.

My latest offering is *Hotel Scarbados* a novel set in North and East Yorkshire to be released around Easter 2024. This time the front and back covers will be taken from a painting by local artist Anne Pilgrim-Green and, once again, YPS will manage the finished design. You are free to follow the same path with your own books or ask YPS to do the job in its entirety. You can pick and choose from their extensive list of services.

In late 2022 two long-standing Directors, Cathi Poole and Paula Charles, exercised a management buy-out of YPS when the owners wished to retire. I am pleased to tell you that absolutely nothing has changed!

I hope you can see for yourself just how adaptable and talented are the folks at YPS. They are only a phone call away for advice – and if you wish you can even give me a call or drop me an email. I am always happy to chat to authors starting out on the publishing journey.

### **Mark Harland**

[www.mvhbooks.com](http://www.mvhbooks.com)

[mark888harland@btinternet.com](mailto:mark888harland@btinternet.com)



# Testimonials

Here are a range of testimonials from publishers who have chosen to use our services.

## Times and Places: Poems 1992-2020

### John Scattergood

Before this book, I had published widely over many years, both academic monographs, editions, collections of essays and some poems, mainly with internationally recognised publishing houses in England, Ireland, Europe and America. But this was my first attempt at self-publishing, and I was not looking forward to it: I had always been looked after.

The YPS process is both clear and logical – scrutiny of submissions, suggestions for typefaces and design, proofs, types of binding, covers, all in their proper order.

The book which appeared was what I wanted, but much enhanced in appearance and elegance by the skills and taste of the YPS design team.



## Lammergeier and Other Stories

### John Bolland

Publishing my short story collection through YPS has been an enjoyable and remarkably smooth experience. Information provided at the outset was clear and helpful. Clare developed my ideas for the cover, sourcing images and combining them to produce an attractive design. 'The cover is so handsome,' writes a friend, 'and the typeface lovely.'

The different stages of proofreading went through easily, and changes I made, even at a late stage, were patiently dealt with. The final production and delivery of the copies I ordered took place without any delay.

I was delighted to receive them and as suggested there have already been many favourable comments on the appearance, binding and typeface.



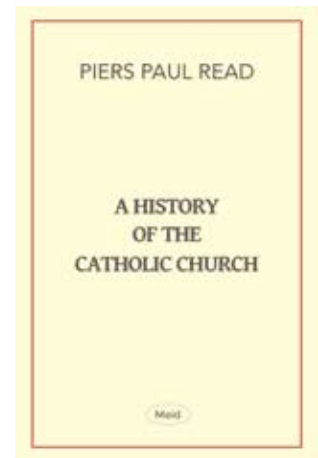
# A History of the Catholic Church

## Piers Paul Read

After publishing 23 books over a period of more than fifty years with commercial companies, I have greatly enjoyed publishing the twenty-fourth myself. This is in large part due to the skill and efficiency of those at York Publishing Services who, with great tact and patience, and at a reasonable cost, turned a long manuscript into a fine book.

The choice of font and the design of the cover, usually the prerogative of a publisher, were mine and mine alone. I was saved from often tiresome input of an editor who thinks he or she knows best; and the worry that my work would not sell well enough to pay for my agent's commission, and the salaries of the editor, the company directors, the sales and publicity managers, the rent of their office in central London, their health plans, pension contributions and in some cases company cars.

Of course, publishers want to make money; so too do authors; but for the author it is usually a secondary ambition. The first is to see the work in print in that it will be read by others, even if those others are few. Some authors are embarrassed to admit to self-publishing: it used to be known as 'vanity publishing', but then, as it says in the Book of Ecclesiastes, 'vanity, vanity, all is vanity'; and in my long experience in the literary world, it is not absent in writers whose books are published by commercial publishers.

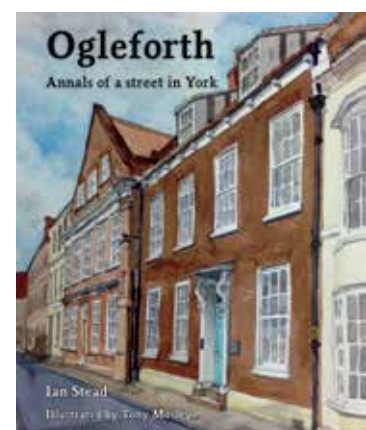


# Ogleforth: Annals of a street in York

## Ian Stead

I have had several books published by academic publishers so I think that I am in a good position to assess YPS publishing. I am impressed by the high standards they set and am delighted with the finished product. The main thing that surprised me was the speed of the process – far faster than I have experienced before. And the costs were lower than I had feared.

Clare and the team are efficient, friendly and helpful. I would strongly recommend them to anyone wanting to venture into self publishing.



# My Assassin

## Joseph McCann

I've just finished self-publishing my fourth book and working with York Publishing Services to achieve this has been a great experience. It's always been a very smooth process from start to finish and their end product is of an extremely high quality. They are at the top of their game for distribution which is a very important part of getting your books out there.

Thanks to them my books are available on their website and at various outlets including Amazon worldwide. "I'd like to get my books into Waterstones, is that possible?" was answered with, "We can't promise anything, but we'll see what we can do."

It just goes to prove that York Publishing Services excel at everything they do because within a couple of months I saw my first novel on a bookshelf in Waterstones, sitting just above Stephen King. For this, I owe them a huge debt of gratitude.

My first two novels are now in the process of being adapted into what hopefully could be a TV series. I highly recommend using York Publishing Services. This has been a fantastic journey for me and one that I'm glad to have shared with them.



# A History of the Christmas Crib

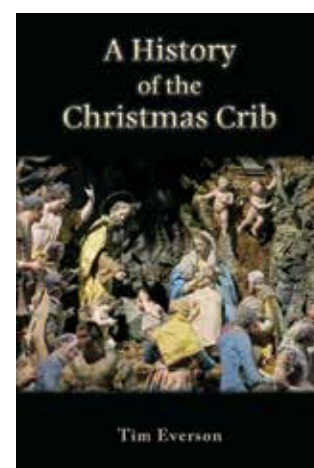
## Tim Everson

I approached York Publishing Trust principally because I needed someone who would store, distribute and publicise my book, rather than just printing it. I got much more than that.

I had text and 130 pictures but little idea of how to arrange them. YPS provided a designer who laid them out beautifully, selecting picture sizes that suited what was being shown. She also chose a really striking cover design that really raises the book's profile. They found me a very good proofreader who sorted out all sorts of minor problems and made the book a much smoother read.

Finally, they had great ideas on how best to promote the book which I'm sure will bear much fruit.

I cannot recommend YPS enough. They understood my requirements – sometimes when I hadn't realised these myself – and made the book as good as it could be. I would certainly use them again for future work.



## Wildheath Craggs • A Burning Matter of Completion • The Last Thing You See Before You Die • Wasted Time

### David Baldwin

I was in my seventies with three draft novels I'd been writing over the previous few years. I felt I didn't have the confidence or enough time left in my life to hawk them around different publishers, probably facing one rejection after another. I was considering abandoning the whole idea when I came across an advert for YPS in 'The Oldie' magazine.

I contacted Cathi Poole and Paula Charles to discuss self publishing packages and they promptly sent me all the details including publicity information. The prices quoted were within my budget, and the process of self publishing my novels began.

In the last two years or so, I have published four novels and I am highly satisfied with the results especially the printing, cover design and distribution provided by Clare Brayshaw.

Without YPS, I would still be an unpublished author. Their help and advice have been top class and I am very grateful for being transformed from a timid author to one who has received many accolades for his work.



## Drawing Through My Life

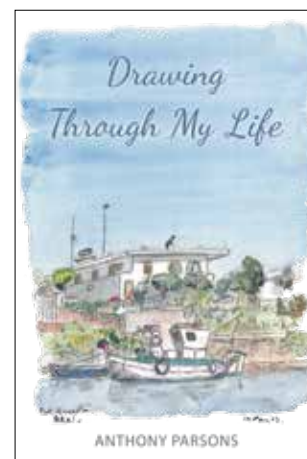
### Anthony Parsons

Late in life, I thought it would be of interest to my relatives if I was to have, in a sort of booklet form, all the drawings and paintings I have done on my travels. I saw an advertisement in the 'Oldie' for YPS and hoped they might be able to help, and they did!

Clare and Cathi were able to advise me on the best layout, the cover and any other problem I thought might exist.

They produced a very acceptable looking book and all those who have received it have been impressed by its presentation, layout and contents.

I never thought that I would have been able to publish a book, which I evidently did, thanks to YPS, and now I am trying hard to sell it.





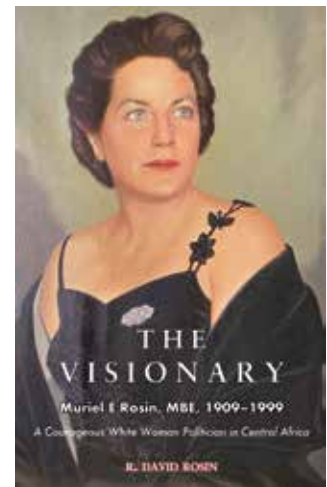
# The Visionary

## David Rosin

I am a surgeon and until a few years ago had only written surgical text books.

My mother was an amazing lady & the only woman in the Southern Rhodesian Parliament and also the Federation of Central Africa Parliament. She became leader of the opposition & arch enemy to Ian Smith, the right-wing Prime Minister who declared UDI in 1965.

I spent many hours telling stories of her and my wife said 'you must write her biography or she will be forgotten'. So, I did & decided to sent it to someone who was a publisher and had known her. Two months later I received a letter stating 'without doubt it was the most boring book I have ever read'. I phoned her and thanked her for being so honest. She informed me I had written like a dull scientist about a woman who was a bundle of fun and not a boring politician. Her advice to me was that everyone has a novel in them & that I should write my novel and then return to re-writing her book.



In 2020, during a Covid lockdown, I wrote *The Rhino Trail* in six weeks. There was a novel in me! Someone suggested I should send it to A M publishers. They wrote back they did not publish first time authors but they would ask their reviewers to read it. Three weeks later I was informed they would publish it if I paid half the costs. There was little or no help and certainly no feeling that they were very interested in yet another aspiring author. Their marketing was pathetic. I stupidly sent my second book *PANICDEMIC-The Covid 19 Conspiracy*, which they also published, but again the marketing was non-existent and there was no repartee between us.

I then rewrote my mother's biography *The Visionary – Muriel Rosin MBE*. I asked a friend who had written children's books who had published them as I was not interested in selling the book but just wanted family and friends to enjoy it as well as the people in Zimbabwe. She advised me to send it to York Publishing as they were so helpful. I am indebted to Veronica.

What a difference dealing with Clare Brayshaw (a gem) and the rest of the team. Everything was so easy and everyone friendly and helpful. Compared to my previous experience it was a joy. What was so different was that YPS were truly interested and were as keen to have my book published as myself. Everything was straightforward with no bureaucracy and endless questionnaires which had seemed irrelevant to me. What is more I was the publisher with no up-front fees. If it ever is made into a film, I will not have to part with a sizeable percentage to the publisher. The finished article was sent to me ahead of the expected date and was perfect. Since then I have held a book-launch in Barbados where I live and the books were sent to me immediately.

To sum up YPS I would say they are helpful, highly efficient, interested in one not just as another author but as a person, straightforward and tolerant of new writers by helping at every step. I have just finished a children's book and will definitely ask them to publish it.

**Professor R David Rosin**

# Self-publishing quote request form

Title.....

Brief Description .....

Number of words (approx) .....

Number of photographs/illustrations .....

How many would you like to print.....

Preferred book size  A Format – 178 x 111 mm

B Format – 198 x 126 mm

Royal Octavo – 234 x 156 mm

Royal Octavo Wide – 234 x 170 mm

A5 – 210 x 148 mm

A4 – 297 x 210 mm

## Contact Details

Name.....

Address .....

Email.....Telephone .....

Prices will be based upon suitable files supplied.

If you are unsure of your specification, please fill in as much as you can and we will contact you on receipt of this form.

York Publishing Services, 64 Hallfield Road, Layerthorpe, York YO31 7ZQ





**Paper type - 100gsm White Offset**



**Paper type - 80gsm Munken Bookwove**



**Paper type - 130gsm Silk**

