



## Guide to Publishing

### [Abstract](#)

A guide for new clients on our unique hybrid publishing process and the steps for success

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Welcome to JEBWizard Publishing. We are looking forward to working with you on this project. To help make this as successful as possible, we'd like to provide you with a guide to the requirements, expectations, and process of getting the project completed and published.

One of the most critical aspects of successful publication is marketing. Typically, we like to start promoting and marketing the project three to six months before publication. Much of this marketing process depends on the client and JEBWizard Publishing using all aspects of media, social and traditional. We begin by identifying key individuals or organizations that may be interested in the final product and building a plan to publicize and promote the book's release.

Please feel free to connect to me on both my personal social media accounts and JEBWizard Publishing accounts.

#### **Facebook**

Personal page: <https://www.facebook.com/joe.broadmeadow>

JEBWizard Publishing page: <https://www.facebook.com/JEBWizard-Publishing-961728460505419/>

**LinkedIn:** <https://www.linkedin.com/in/joe-broadmeadow-68923963/>

**Twitter:** @jbroadmeadow

**YouTube:** <https://www.youtube.com/channel/UCZy2Sc29ojcADH8zrd-sRNg>

At any time during the project, please feel free to email me with any issues, ideas, or questions. If you would like to speak by phone or online meeting, please send me a text or email with a list of available dates and times.

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## The Process

The first step will be discussing and creating a Statement of Work (SOW.) This will list all of the aspects of the publishing process and expenses specific to your project. Each step will have a timeline. Some projects will be more complicated than others, but the process steps will keep the project on schedule.

The next step involves creating a process for sharing all files, images, research material, and manuscript chapters. Writing and editing is a multi-stage process with each stage building on the previous one.

Once access is set up, JEBWizard Publishing will create a Scrivener Project for managing all manuscript pages during the initial writing and editing stages.

The third step is the creation of the first complete draft manuscript. At this point, the document will be transferred into Microsoft Word for editing (content, grammar, spelling) and formatting (Chapter numbering, Table of Contents, and style design.)

Along with the manuscript process, the cover design stage takes place. Title creation and selection is a critical aspect of the cover design. JEBWizard Publication will work with the client to develop and evaluate titles for marketability. Based on feedback from the client, our graphics design team will create several different cover options. Once a style is selected, the cover will be format to meet the technical print requirements of the wholesale print company upon manuscript completion.

Included in the process is the assignment of ISBN numbers to each format. Obtaining a Library of Congress number and filing with the US Copyright office.

The final step is acceptance by the client of the project for publication.

Depending on the formats chosen—paperback, hardcover, ebook, audio— versions specific for each form may be necessary.

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## Publication

Once the project is accepted for publication, the manuscript will be submitted to Ingramspark and other wholesale book distribution sites for publication. Hard copies of the print version and digital copies of the eBook version will be obtained for final review and any last-minute adjustments.

Once the publication has passed its technical review, it will be placed on pre-release sale for pre-orders. In concert with the marketing plan, we will select a release date, typically 4-6 weeks after pre-orders begin.

The final review of the hard copy is completed 2 weeks before the release date to allow sufficient time for pre-release copies to ship to bookstores.

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## Marketing

The marketing process begins immediately after the title is determined. The process will have three stages, with varying levels of social media and traditional media promotions.

### Pre-publication

Initial announcement and teasers about the publication

### Pre-release

Excerpts and cover reveal to include video promotions

### Post Publication

Press releases and media interaction. Author appearances, radio/tv interviews, podcasts.

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## Summary

The successful completion and marketing of any publication are dependent on organization and dedication to creating quality writing on a professional level. While the timeline is specific to each



particular project, typically, a full manuscript ready for publication takes six to twelve months to produce. JEBWizard will only work with clients willing to make the commitment to creating a quality publication. Our process has a proven record of success. While there are no guarantees for success, inadequate adherence to quality is a guarantee of failure.

JEBWizard Publishing is determined to bring success to each project.

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## Contact Information

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