

## **Authors Information-Writing For Straightforward Publishing**

### **The Publishing Company**

Straightforward Publishing, founded in 1990, and which incorporates Emerald Publishing, is a leader in the field of information books ranging from law, business, personal development, mental and physical health, creative writing and information technology.

The defining feature of all of our books is that they are clear and concise, introductory books to otherwise complex areas. The books are suitable for layperson and professional alike.

### **The Author**

Straightforward Publishing, along with Emerald Publishing, has a wide diversity of authors, all skilled in their own field. As we are a medium size company we are able to offer encouragement and support to authors, which might otherwise be lacking in larger companies.

### **Marketing and Distribution**

Over the last ten years, the book market has become very competitive indeed. Sales per author have decreased across the board. In order to compete effectively, we have a distribution deal with one of the UK's largest book distributors, Turnaround Publishers Services based in North London. We also market our books through one of the countries leading wholesalers, Gardners Books of Eastbourne, East Sussex. In addition to nationwide distribution we sell all books over our website [www.straightforwardco.co.uk](http://www.straightforwardco.co.uk) . We actively market books at the outset, with the medium determined by the subject matter. We also encourage authors to assist in the promotion and marketing process.

### **The Sales Process**

When an author is contracted to Straightforward Publishing, a promotional flyer and draft cover is received by the distributor and also other online sellers, such as Amazon. The publishing process entails an official publication date of at least six months after the submission of materials. This means that the average author has six months within which to produce their book. This will be reflected within the contract signed between author and publisher.

### **Payment to the Author**

Straightforward Publishing pays a royalty of 10% of cover price to author. This is paid twice yearly in April and September. We do not pay advances in the first instance.

### **The Way Forward**

If you are interested in writing for our company then we would like to see a book proposal. Following receipt of a proposal, which need only be a title and summary, we will contact you in order to discuss taking the matter further, or otherwise, and giving full instructions how to proceed.

Many thanks for your query.

Roger Sproston  
Director