

Authors Information-Writing For Straightforward Publishing

The Publishing Company

Straightforward Publishing, founded in 1991 is a leader in the field of information books ranging through most aspects of law relevant to the individual UK citizen, personal development, property and health. We are particularly interested in increasing our portfolio within the fields of: health (particularly mental health), business, property and education.

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 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. In addition to nationwide distribution we sell all books over our website www.straightforward.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, Blackwells and W H Smith. 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. All books are converted into ebooks.

Payment to the Author

Straightforward Publishing pays a royalty of between 7.5 and 10% of cover price to the author. This is paid twice yearly on May 1st and October 1st. We do not pay advances in the first instance, although there may be limited exceptions.

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
Managing Director