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28th February 2017

Dear [REDACTED]

RE: [REDACTED]

Your manuscript was brought to our attention at the latest board meeting when we discussed its potential, and the possibility of it being published. Having read all the reports and taken note of the editors' opinions, I can confidently state that your work was found to be a compelling and engrossing story. The writing style is appropriately punchy, yet also engaging, and the author handles a complex plot with confidence.

Since then, we have held a separate meeting with our marketing team to explore the possibilities regarding sales and target audiences. Although the forecast for these were looking optimistic, there were certain reservations put forward concerning the fact that this would be the work of a relatively new author and would be of some risk to us as your publishers. To this end, a decision has been reached and, on this occasion, we are not able to offer you a non-contributory based contract.

We do however feel your work deserves to be published and given the opportunity to be launched for the reading public alongside other famous publications. As a result, we would like to offer you a contribution based contract, therefore making this work as a partnership. We would like to say that the amount asked from you is only a partial sum towards the considerable costs involved in publishing and then marketing your book, with its vital media coverage.

I have pleasure in enclosing a contract in duplicate for you to view and sign should you so wish. The second copy is for you to retain for your own records.

I would advise you to read through all the Clauses carefully. Our contract has been tailored with the objective of being fair to both parties concerned and has as its main interests what is best for the publication of the book.

The royalties are clearly laid out in Clause 16, and the Subsidiary Rights in Clause 17. The royalties are paid to the author twice yearly after the book has been published.

The contribution amount is stated in Clause 15 under 'Advances.' This figure is a one-off amount and it can be paid in monthly instalments. On receipt of your signed contract the Accounts Department will collaborate with you regarding this.

At Austin Macauley we feel that our authors' involvement in the production process is essential in ensuring the high quality of our publications. Therefore, I would like to take this opportunity to touch on the sequence of the publication process.

Once we have received the signed contract our Production Department will then put the whole publication process into operation. You will be assigned a Production Coordinator whom you will be able to liaise with to discuss the progress and any input you may have.

As the book approaches its publication date our Marketing Department will become involved with instigating a promotional strategy geared towards the specific genre and target audience of the book to maximise sales worldwide. This again is something which will be discussed in depth with you once we have taken your work on for publication.

Should there be anything you may wish to discuss please do not hesitate to contact me or any of my colleagues.

I would now like to take this opportunity to congratulate you for having written this piece of work which I look forward to seeing in print.

Yours sincerely,

For and On Behalf of the Board of Editors at Austin Macauley

A handwritten signature in black ink, appearing to read 'Rosalind Lyons', written in a cursive style.

Rosalind Lyons (Editorial Assistant)

Kirsten Jolly (Editor)

Annette Longman (Chief Editor)

THE ROAD TO PUBLICATION



Author's original manuscript



Formatting and house styling



Editing and proofreading



Writing of cover blurb and press releases



Illustrations (if required)



Back and front cover design



Registering an ISBN, price, category etc



Contacting booksellers and our distributors



Media coverage (TV, radio, newspapers, magazines, social media etc)



Book reviews, awards, signings and events

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