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Book Publication by Lead Start

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While many debate about the end of the book publication industry as we know it (with everyone turning online),India still promises a booming publishing business. If you are a writer or consider becoming one in the near future, now is the time to get cracking.

Book publication isnâ€™t as complex as it sounds, that is if you are committed of course. Over a million books are published world over every year, some successful, some hopeful. When you write a book, it is important to consider the genre youâ€™d like to venture into. Also consider the language you want to write in; while English is a dominant medium, books are published in regional languages too.

The standard book publication process requires a completed manuscript to begin with. You must then send a proposal to a publisher of choice; some publishers do not consider material that has been sent to other publishers at the same time. Once you have mailed your proposal, you must wait.

Yes, that is the hardest part of all. Some publishers may take a mere four weeks while others may take a year to respond. Besides, you might also want to hire an agent to negotiate terms with the publisher. You are likely to receive a letter from the publisher, whether or not your manuscript is approved.

If it is approved however, you will be able to move on to the not-so-speedy stage of project development. At this time, all major and minor edits shall be made to your work. You will have to be in constant correspondence with the publisher, available for urgent requirements.

Publishers study the marketability of a project during the approval stage of book publication, but before they can move on, they also create a comprehensive marketing and distribution strategy. As a writer the wait could be frustrating but it is important to realize that publishing involves money and nobody signs up for a losing game.

Once illustrations, page layouts and back covers are finalized; the book will be printed and sold through various distribution channels. Writers usually receive royalties for their published works; you must read the contract clearly and pay attention to the finer points. Your agent will help you with this.

Book publication is a serious affair, although it might prove to be quite the adventure. Some authors are even signed on the basis of an unfinished manuscript but not everyone is that lucky. A gamble of sorts, writing can be quite gratifying. While money has its place in the book publication industry, good work will always make good money. So donâ€™t just write what you think people want to read, pen down what you truly want to put out there.

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