

# THE MILITARY BOOK SPECIALISTS TOMMIES GUIDES

BOOK SALES, DISTRIBUTION, AUTHOR & PUBLISHING SERVICES



## Publishing & Author Services from Tommies Guides.

*If you have ever written a book, or if you are writing a book, compiling your memoirs, experiences or poems etc. and need some sort of help to get published you have come to the right place!*

### Introduction -



Tommies Guides was established up by Ryan Gearing, a graduate in the field of printing and publishing with a passion for military history. With over 15 years experience in the book industry and

having spent much of his time watching war films, documentaries and reading, visiting military shows and events - not to mention touring First and Second World War battlefields he decided to put his experience and interests together in creating his own business within the book trade.

A natural development of this was in setting up a military publishing arm, and it was with his friend Ross Beadle that this was achieved. Ross has been in book industry for over 30 years and publishing on behalf of authors since 2004. He saw the exciting changes in technology as an opportunity for anyone who wants to see their writing in print. The days of having to print thousands of copies and incurring huge expense for pre-production are over. Like Ryan, Ross has a huge interest in military history as well; "I was inspired by the BBC series about The Great War that was first shown in the 1960's and have read assiduously ever since".

### What We Do -



We specialise in helping anyone who has written a book or who has content ready for publishing. Our services cover the complete preparation of

manuscripts, cover design, registration and production to deliver a finished book to you and make it available to anyone in the world for ordering.

### Why Choose Tommies Guides -

By working with Tommies Guides you can be sure your book is handled by people who share a genuine interest in military history & are dedicated to "keeping the memory green". All of our services are developed with the aim of providing a close association with our customers & suppliers, and to provide help where we can in terms of advice, information & fund-raising where applicable for service related organisations.

Our interest in the First and Second World Wars allows us to cater for a very wide market of authors, from armchair generals and amateur historians who wish to publish their own research through to veterans, organisations and associations wishing to publish for both commercial and posterity reasons. We welcome manuscripts from anyone as long as there is a genuine military theme or connection.



### Providing Vital Support -

Through our close association with The Royal British Legion, £1 from every book sold after initial production & publication goes towards the Legion's vital funds in helping support those who served & are currently serving in the Armed Forces, & their dependants.



Should any of our authors wish to request that our donation from sales of their book goes towards another specific forces charity we shall be glad to respect this.



## Self Publishing through Tommies Guides -

Essentially there are three options if you want to get your book out into the marketplace.

- You can try to find a commercial publisher
- You can use a vanity press service (usually means relinquishing your rights and receiving lower royalties).
- You can self publish, through Tommies Guides

Self publishing will give you the greatest control over your content and rights with the best opportunities for selling your book.

By self publishing through Tommies Guides, you can sit back and relax knowing that we will take care of the following;

- Editing and Proofreading
- Manuscript consultation, co-writing
- Manuscript preparation (type setting / page layout)
- Cover and design
- Registration and formalities (ISBN, barcode, copyright libraries)
- Printing and binding
- Promotion and marketing services
- Distribution and fulfilment into the booktrade

We provide a range of options covering the above areas to suit your budget and requirements, from a simple production only operation (i.e. if you have something ready now to be printed), through to full publishing and editorial services. Our formats include paperback and casebound with the option of having a large print edition.

## Tommies Guides Publishing Packages -

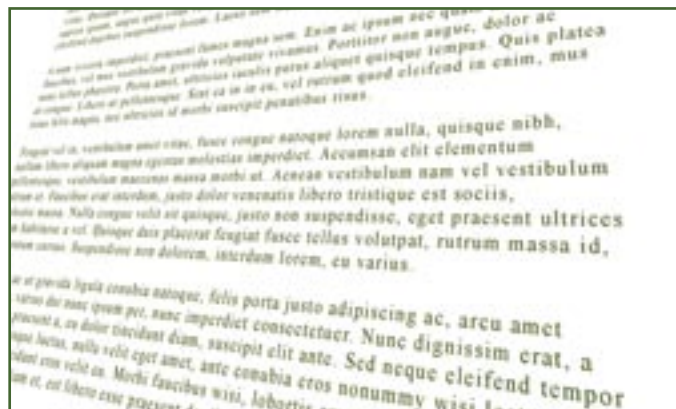
We believe all our packages are good value and offer a greater degree of personal contact & uniqueness not available from other similar publishing operations.

For some impartial advice about self publishing author services please check out the following website:  
<http://www.vanitypublishing.info/agoodvpwillnot.htm>.

We are confident that we pass the stringent tests applied.



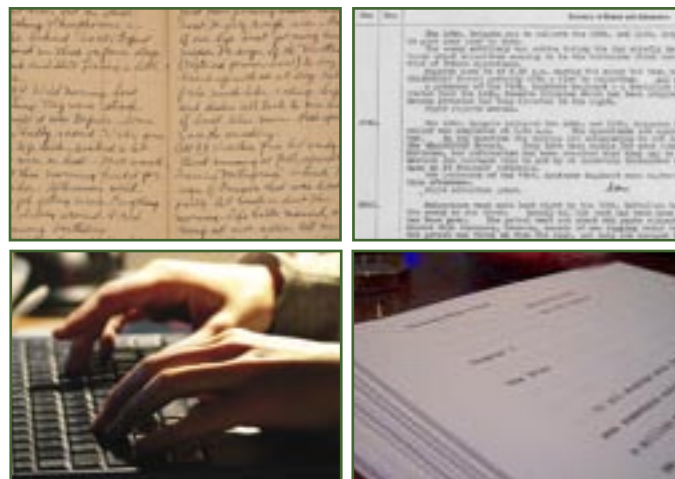
All our standard packages assume that content is provided to us in an electronic form, i.e. MS Word, Publisher, Quark, InDesign etc. This saves a lot of time when laying out the pages into our templates. Alternatively a Rich Text Format file can also be received.



If you are unsure about sending in any type of file format and whether to submit it to us on CD, DVD or via email please contact us in the first instance.

All black and white images contained within the text should be a minimum of 300dpi resolution. We are able to rescan images upon request. A quotation will be provided for your approval.

If you have a handwritten or typed manuscript we are happy to provide an additional quotation for this to be copy typed.



Please see the following pages for full details of our dedicated publishing packages.



## Tommies Guides Publishing Packages -



### The Bronze Package - £600

#### **Bronze Package:**

- Black and white paperback format (up to 250 pages).
- Design of a full-colour front & back cover.
- Proof copies (x2 bound paperback proofs).
- 1 round of corrections to content produced by us (up to 25 corrections).
- International Standard Book Number (ISBN).
- Your book will be listed on our dedicated database plus made available with all UK & US bookshops including online stores, chains & high street bookshops (eg: Amazon, Waterstones, independents).
- A copy will be lodged with each of the 5 copyright libraries; London, Leeds, Edinburgh, Aberystwyth & Dublin.
- Submission of your book to the new Google 'Read Inside a Book Programme' which will mean a person doing a Google search by subject matter may pick up your name, book title and content.
- We will also provide you with a free page on our website detailing your work & any biographical notes.
- Marketing support services (see separate box).
- Typically the production of your book takes about 90 days.
- 10 finished copies.
- £600.

#### **Additional Options:**

- Books over 250pp charged at 2p per page.
- Personalised back cover including the author's photo £40.
- URL (.co.uk domain name) and 4 page website about you and your book with link to Tommies Guides to purchase £80.
- Tommies Guides hosting and management fee for your website £72 per annum (if required).
- Featured book advertising in magazines - Price on application.
- Large print edition - Price on application.
- US package (Ingrams, US copyright registration, Library of Congress) £95.

#### **Marketing Support Services:**

- Free web page dedicated to your book on Tommies Guides website.
- Samples copies automatically sent to the Imperial War Museum, RAF Museum, National Army Museum and Royal Naval Museum.
- Advanced Information Sheet available detailing your book to interested parties.
- "News from the Front" - Our email and paper bulletin informing our customers of new titles.
- Specialist outlet notification. We will on your instruction inform any required Regimental Museum, Organisation or Association of your new book.
- We can also provide quotations on any other form of promotional material, eg: posters, showcards, postcards etc.



## Tommies Guides Publishing Packages -



### The Silver Package - £1500

#### Silver Package (Based on Bronze):

- Black and white paperback format (up to 250 pages).
- Book layout & design. Professional page layout by our designer to establish general book layout, graphic design and type faces. Creation of title page, copyright page & table of contents where applicable. Author can choose page style from template selection.
- Design of a full-colour front & back cover.
- Full editorial styling which includes both grammar & spelling checks.
- Proof copies (x2 bound paperback proofs).
- 2 rounds of corrections to book content (up to 25 corrections per round).
- International Standard Book Number (ISBN).
- Your book will be listed on our dedicated database plus made available with all UK & US bookshops including online stores, chains & high street bookshops (eg: Amazon, Waterstones, independents).
- A copy will be lodged with each of the 5 copyright libraries; London, Leeds, Edinburgh, Aberystwyth & Dublin.
- Submission of your book to the new Google 'Read Inside a Book Programme' which will mean a person doing a Google search by subject matter may pick up your name, book title and content.
- We will also provide you with a free page on our website detailing your work & any biographical notes.
- Marketing support services (see separate box).
- Typically the production of your book takes about 90 days.
- Complete files on CD at completion of job.
- 100 finished copies of your new book, ideal for you to give as presents for family or friends.
- £1500.

#### Additional Options:

- Books over 250pp charged at 2p per page.
- Case-bound (hard cover) version additional £120.
- Colour insert section (8pp) additional £200.
- Personalised back cover including the author's photo £40.
- Indexing service from £300 (but best done by the author).
- Other page sizes and extent upon application.
- Book marks x250 £150.
- URL (.co.uk domain name) and 4 page website about you and your book with link to Tommies Guides to purchase £80.
- Tommies Guides hosting and management fee for your website £72 per annum (if required).
- Featured book advertising in magazines - Price on application.
- Ebook (US only) £20.
- Large print edition - Price on application.
- US package (Ingrams, US copyright registration, Library of Congress) £95.

#### Marketing Support Services:

- Free web page dedicated to your book on Tommies Guides website.
- Samples copies automatically sent to the Imperial War Museum, RAF Museum, National Army Museum and Royal Naval Museum.
- Advanced Information Sheet available detailing your book to interested parties.
- "News from the Front" - Our email and paper bulletin informing our customers of new titles.
- Specialist outlet notification. We will on your instruction inform any required Regimental Museum, Organisation or Association of your new book.
- We can also provide quotations on any other form of promotional material, eg: posters, show-cards, postcards etc.



## Tommies Guides Publishing Packages -



### The Gold Package - £Price on application

#### Gold Package (Based on Silver):

- Black and white paperback format (up to 250 pages).
- Book layout & design. Professional page layout by our designer to establish general book layout, graphic design and type faces. Creation of title page, copyright page & table of contents where applicable. Author can choose page style from template selection.
- Design of a full-colour front & back cover.
- Back cover with author photo.
- Full editorial (£350-£700 depending on the size of book). Tommies Guides will provide an editor to work with the author on the manuscript.
- Full editorial styling which includes both grammar & spelling checks.
- Proof copies (x2 bound paperback proofs).
- 2 rounds of corrections to book content (up to 25 corrections per round).
- International Standard Book Number (ISBN).
- Your book will be listed on our dedicated database plus made available with all UK & US bookshops including online stores, chains & high street bookshops (eg: Amazon, Waterstones, independents).
- A copy will be lodged with each of the 5 copyright libraries; London, Leeds, Edinburgh, Aberystwyth & Dublin.
- Submission of your book to the new Google 'Read Inside a Book Programme' which will mean a person doing a Google search by subject matter may pick up your name, book title and content.
- We will also provide you with a free page on our website detailing your work & any biographical notes.
- Marketing support services (see separate box).
- Typically the production of your book takes about 90 days.
- Complete files on CD at completion of job.

- 250 finished copies of your new book.
- £Price on application.

#### Additional Options:

- Books over 250pp charged at 2p per page.
- Case-bound (hard cover) version additional £120.
- Colour insert section (8pp) additional £200.
- Personalised back cover including the author's photo £40.
- Indexing service from £300 (but best done by the author).
- Other page sizes and extent upon application.
- Book marks x250 £150.
- URL (.co.uk domain name) and 4 page website about you and your book with link to Tommies Guides to purchase £80.
- Tommies Guides hosting and management fee for your website £72 per annum (if required).
- Featured book advertising in magazines - Price on application.
- Ebook (US only) £20.
- Large print edition - Price on application.
- US package (Ingrams, US copyright registration, Library of Congress) £95.

#### Marketing Support Services:

- Free web page dedicated to your book on Tommies Guides website.
- Samples copies automatically sent to the Imperial War Museum, RAF Museum, National Army Museum and Royal Naval Museum.
- Advanced Information Sheet available detailing your book to interested parties.
- "News from the Front" - Our email and paper bulletin informing our customers of new titles.
- Specialist outlet notification. We will on your instruction inform any required Regimental Museum, Organisation or Association of your new book.
- We can also provide quotations on any other form of promotional material, eg: posters, show-cards, postcards etc.



## Your Dedicated Publishing Service -

Hopefully you have read the summaries of our service packages available to you on the previous pages. If you have any questions or simply wish to discuss your ideas further we are always happy to provide a free no obligation quotation. Please feel free to email us on [authors@tommiesguides.co.uk](mailto:authors@tommiesguides.co.uk)

## Technical & Production Notes -

All our publishing packages are described assuming the author supplies a suitable file as detailed on page 2. We are happy to provide a quotation before undertaking any work on files not available in these formats.



Tommies Guides publishes in the following paper & sizes. Prices for other sizes can be obtained upon request.

- Our trade paperback is 8 x 5" (203 x 127mm)
- Large paperback (Demy) 9 x 6" (229 x 152mm)
- Case-bound edition with dust jacket 6.14 x 9.21" (234 x 156mm)
- Text 90gsm paper
- Cover 250gsm cardstock

## Author Royalties & How You Earn From Book Sales -

When you use Tommies Guides for your publishing operation, books are sold in two ways:

- Direct to you as the author.
- Through wholesalers & distributors to retail outlets.

Tommies Guides make your book available for order by any bookshop in the UK or USA using Books in Print data (this is industry standard practice).

As the author, you will receive 60% of net revenues through either channel.

250pp Book	Value	Wholesale	Direct
RRP	£9.95	£9.95	£9.95
Trade Disc. 40%	£5.97	£5.97	£9.95
Royal British Legion £1	£1.00	£4.97	£8.95
Print	£3.20	£1.77	£5.75
Despatch	£0.25	n/a	£5.50
Net		£1.77	£5.50
Tommies Guides Fees	40%	£1.07	£2.20
Authors Royalties	60%	£1.07	£3.30

And don't forget, for every book sold after initial production & publication, £1 goes directly to The Royal British Legion (we are happy to support other specific forces charities by request of the author).



What better way to support ex-servicemen, women & their dependants than by making a lasting legacy in print?

## Your Next Steps & Contact Details

So, you have read our text and now you are urging to get into print! Please contact us with your plans to get published using the details below.

In the first instance where possible please email us on [authors@tommiesguides.co.uk](mailto:authors@tommiesguides.co.uk)

### Contact Details:

Tommies Guides, 13 Hunloke Avenue, Eastbourne  
East Sussex BN22 8UL  
Tel: 0845 475 1945  
Fax: 0870 622 1918  
Email: [authors@tommiesguides.co.uk](mailto:authors@tommiesguides.co.uk)  
Web: [www.tommiesguides.co.uk](http://www.tommiesguides.co.uk)

### Biographical Note:

Ryan Gearing has recently been able to relish a unique experience, participating in the BBC docu-drama commemorating the Battle of the Somme, shown in 2006. He is also a member of the Last Post Association, Western Front Association, Co-ordinator for the British War Memorials Project in Sussex and Member of the Guild of Battlefield Guides. He also runs [www.salientpoints.com](http://www.salientpoints.com).

