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VETERAN EDITOR'S NEW BOOK GIVES AUTHORS AN INSIDE LOOK AT THE BOOK PUBLISHING PROCESS

Katherine Pickett's Perfect Bound is an essential aid for any author who wants to avoid costly mistakes during book production

SILVER SPRING, MD — Although the road to publication may appear to be a straight shot, often it is dotted with obstacles that new authors never anticipated. This has been the case for the life of the book publishing industry, and the rise of self-publishing has only made the problem clearer: When authors don't know what to expect when publishing a book, they quickly get in over their heads, wasting precious time and money that they likely will never earn back.

This is where Katherine Pickett's *Perfect Bound: How to Navigate the Book Publishing Process Like a Pro* comes in. *Perfect Bound* guides both traditional and self-publishing authors through the process of converting their raw manuscript into a high-quality and highly marketable book. Pickett details what authors can expect – and what is expected of them – at each stage of book production, pointing out common mistakes and offering straightforward solutions to avoid them.

"In my career, I've seen so many great book ideas, both traditionally and self-published, that failed because the author didn't understand what it took to make a high-quality, highly marketable book," said Pickett. "I wrote *Perfect Bound* to help authors avoid these costly mistakes and find publishing success."

Suitable for fiction and nonfiction writers, *Perfect Bound* offers valuable lessons that authors can rely on throughout the book publishing process, including:

- Create a book business plan to give your project direction
- Employ patience and a thick skin when working with editors
- Work only with people you trust and who are compatible with you
- Attend to research and permissions early to avoid costly delays later on

"New authors have many questions," said Pickett. "How do I know which publishing route is best for me? What's it like to work with an editor or designer? What can I be doing now that will help me sell books later?" *Perfect Bound* helps authors answer these questions and more."

The advance reviews have praised *Perfect Bound*. Diane Donovan of *Midwest Book Review* said, "*Perfect Bound* takes the guesswork out of each step [of book production] and provides all the basics ... [Pickett's] follow-through is exactly why novice writers need her book." And Adam Motin, managing editor at Triumph Books, said, "Katherine Pickett's *Perfect Bound* is an



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indispensable resource for anyone who dreams of making it on his or her own [in book publishing].”

Perfect Bound is scheduled for release in September 2014 and will be available in paperback and e-book. For more information about *Perfect Bound: How to Navigate the Book Publishing Process Like a Pro*, visit www.hoponpublishing.com.

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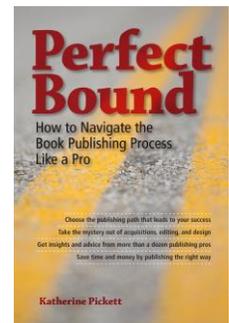
About the author:



Katherine Pickett is the owner of POP Editorial Services, LLC, and the author of *Perfect Bound: How to Navigate the Book Publishing Process Like a Pro* (www.HopOnPublishing.com). Since 1999 she has edited more than 300 titles in a wide range of topics and genres. She is a member of the Editorial Freelancers Association and president of the Montgomery County chapter of the Maryland Writers' Association. She has had several personal essays published online, including “Dented,” published by *Lowestoft Chronicle* and selected for the 2010 *Lowestoft Chronicle* print anthology. You can find her blog at www.thePOPnewsletter.com.

About *Perfect Bound*:

Perfect Bound: How to Navigate the Book Publishing Process Like a Pro takes aspiring authors through the complete book publishing process, detailing who they will work with at each stage of production, what they can expect along the way, and what is expected of them in return. Each chapter also highlights the major mistakes that sideline unsuspecting authors and carefully explains how to avoid them. Authors will save time, money, and embarrassment when they are prepared for what's ahead on the road to publication.



Review Copies and Interview Requests

For an interview with Katherine or for review copies of *Perfect Bound*, email your request to chris@hoponpublishing.com.