

Australia's  
most unique  
publishing  
house

*services guide*



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Publishing

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# why we are unique

**B**eing unique is a big claim. So, you might ask, how can we make it? And what does 'unique' really mean?

We define unique as being the only house of its kind in Australia - and most likely worldwide - because of our focus on strong, developmental, mentoring relationships.

## **Mentoring is part of the overall Brascoe strategy**

Unlike other publishing houses and editing services, we have a stated strategy that is built into how we do what we do. We build a 'mentoring mindset' into our everyday interactions, and make it a part of everything we do.

For example, if you are merely seeking a basic editorial service our 'mentoring mind-set' will not only add value to your experience, but you will come out the other side having learned valuable things about your project, and also about your everyday writing.

We maintain our strategy in everything - from our newsletter to our blog, to our Twitter activity.

## **Writers get more out of a mentoring relationship than just better writing**

Mentoring tends to improve writers' skills base as well as their self-confidence and self-esteem. This is one reason why mentoring can be especially useful for business writers.

Those writers who have the benefit of a good, friendly, open mentoring relationship with an editor stand a much better chance of developing their skills. The mentoring relationship is educational on both sides: writers learn the finer points of refining their work; they learn about structure, characters (in fiction), process, format, and much more. On the other side, editors learn a great deal about other disciplines and areas, thus enabling them to provide an even better service.



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# academic & nonfiction editing

**B**oth 'academic' works and 'non-fiction' works draw on the same skill set. The only real differences between them are in the types of audience that these works have, and how formal their respective styles need to be.

Editing of academic works is something that we love to do. Our editors understand the requirements of academia, and have edited journal papers, conference posters and presentations, and all levels of thesis, from Honours to PhD.

Our team of editors also has a long history of reading non-fiction, resulting in a team with an innate sensibility for what works well and why.

## **Thesis and academic editing prices**

While we cost nearly all our services based on the work required for individual projects, we can give you a rough guide as to what to expect.

Prices may be more or less depending on the quality of the thesis, the state of the thesis when we receive it (draft or final), and what other services (such as typesetting) may be desired.

Honours	to 40,000 words	\$5,000 to \$10,000
Masters	to 80,000 words	\$6,000 to \$12,000
Professional doctorate	to 80,000 words	\$6,000 to \$12,000
PhD	to 120,000 words	\$9,500 to \$16,000

## **Non-fiction manuscript editing prices**

Prices for non-fiction manuscripts are more difficult to estimate, because cost often depends on the type of editing required. However, a very rough guide is below, for a project up to 300,000 words (or 300 pp).

Copyediting only: \$4,000 to \$7,000

Full edit (substantive & copyediting): \$7,000 to \$16,000



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# business to business

**B**usinesses in the twenty-first century produce, potentially, more written documents than ever before. These documents appear in print or online (or both), have external and internal audiences, varying and multiple purposes.

The way you present yourself in print - from letters to marketing materials - can either reinforce or destroy your business image. That is why getting it right is so important.

While we, of course, offer corporate editing services, we go out and beyond just that sort of service. We can offer your business:

- editing of all types of publications
- proofing and checking of pre-press proofs
- typesetting
- photography
- publishing of books developed by your business (in either physical or e-book format)
- corporate writing services of all types, in print and online
- training in workplace writing and editing
- training in use of social networking
- ... and more

We also offer communication consulting services, where we can support your team to help you make the best impression possible.

## **Business-to-business prices**

Given the complexity of most services required by the business sector, we only provide accurate prices for specific requests.

However, below is a guide to what you can expect.

Small booklet (A4, to 20 pp) edited, typeset & project managed	\$2500 to \$5000
Report writing (e.g. market research)	\$600 to \$1200/report
Photography, typesetting or graphical work	\$90 to \$120/hr



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# fiction editing

**B**ooks are not the only form of fiction that we think of when we talk about 'fiction editing'. In reality, a writer's bread and butter comes not from book sales, but from winning competitions and prizes, and from regular publication in the literary press (either in print or online).

Fiction comes in many forms: the very, very short flash fiction of 500 words or less; short fiction to 5,000 words; essays; novels; anthologies; and a whole lot more.

The nature of fiction editing is like nothing else: it is a chance to work closely with a writer to strengthen and build a narrative from the ground upwards. An editor in this area helps to fill in pot-holes, shore up the foundations, close the gaps in the walls, and weave the fabric of the prose together.

Working with an editor, for a fiction writer, is often a highly enriching experience. Writers gain the insight of an objective person, who is deeply interested in their work. Writers get the opportunity to work with an editor to reach levels of achievement of which they may never have dreamed.

Additionally, if you are thinking about approaching an agent or publisher with your manuscript, you will find that a solid editorial work-through will increase your chances of being picked up.

## **Fiction editing prices**

While we cost nearly all our services based on the work required for individual projects, we can give you a rough guide as to what to expect.

Please note that these costs are not split into copyediting or substantive editing categories. However, substantive editing for fiction is much more intensive work, and therefore attracts much higher fees.

Flash fiction	to 500 words	\$50
Short Fiction	to 5,000 words	\$250 to \$500
Essays	to 5,000 words	\$400 to \$650
Book-length works (incl. anthologies)		\$6,500 to \$16,000



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# proposal assessment

**B**efore you get a chance to even talk with a publisher or agent (unless you met one at a conference, that is), the first point of contact that you are likely to have with them is via your book proposal.

We are the only publishing house in Australia that goes beyond a manuscript assessment, and will help you with your actual proposal.

It's a very simple process, and also very cheap. Here's how it works:

- You send us a 1-2 page, with one chapter of the proposed book
- We will assess your proposal and send you a written report by email within seven days.

Our proposal assessment reports include information about the impression your proposal creates; and a blow-by-blow account of what works and what doesn't work. You will also receive details on how you can improve your proposal.

If we believe that your manuscript or idea requires further work, we will provide limited advice to this effect. Our full manuscript development service is what will give you much more detailed and useful information on improving the manuscript itself.

**Proposal assessment costs you just \$60.**



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# self- publishing

**B**eing a “real” writer (that is, one who has published a book) should not any longer be just a dream; self-publishing is not the dirty word that it used to be.

We offer multiple formats and methods of self-publishing, so you are likely to find a method that suits your budget. We also offer a fully customisable package, but have provided our recommended package here for you to consider.

As a publisher with a very strong eco-ethic, we will always prefer to work with a printer who uses sustainable growth or 100% recycled paper - but ultimately it's up to you.

For prices, please contact us so we can provide you with a formal estimate.

## Recommended minimum package

	e-Book	PoD - #1*	PoD - #2*	Full run
Substantive edit	Y	Y	Y	Y
Copyedit	Y	Y	Y	Y
Book design	Y	Y	Y	Y
Typesetting	Y	Y	Y	Y
ISBN	Y	Y	Y	Y
Barcode	Y	Y	Y	Y
Legal deposit	N	Y	Y	Y
Proofing	Y	Y	Y	Y
Paper guaranteed	N/A	Y	N	Y

*\*#1 is uses local service (preferred); #2 is offshore.*

## Package extenders

- Other book elements: indexing, different bindings, etc.
- Basic marketing and publicity brainstorm with our publicist
- Full publicity campaign designed by our publicist
- Assistance with arranging book tours, lectures, signings
- Posting/delivery of review copies
- Assistance with establishment of book/author website or blog (including online store), and any training required
- Assistance with distribution, contacting booksellers



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# writer development & mentoring

**B**y accessing our writer development and mentoring service, you get access to the type of 'big picture' constructive criticism that many writers feel they can't get.

This service is different to a standard manuscript assessment that many other houses offer. Rather than determine whether your manuscript is publishable, this service can help you to develop whatever you've already got - whether that's an idea, a set of notes, a draft, or a full manuscript.

The reasons why writers seek out a service like one are varied. Some want assistance with a re-write; some have writer's block; some can't see the detail because they're overwhelmed by a project's enormity; some just want to see what another publisher thinks of their work; still others just want bare, honest feedback on what isn't working.

Each instance of Manuscript Development that you pay for includes:

- a professional editorial report and suggestions tailored to your project (but no actual editing)
- up to six hours of meetings (in person, on the phone, via Skype or online chat)
- up to five additional phone call, instant message, twitter, or Skype meetings to discuss issues you might be having
- ad-hoc email contact as you need it, as sounding board and support: 'the writer's help desk'.

## **Manuscript development prices**

All development & mentoring is charged at flat rates.

Up to 50,000 words	\$500
Up to 100,000 words	\$1000
Over 100,000 words	\$2000



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# who we are

**B**rascoe is a small indie press located in the Adelaide Hills. We are young, excited (and excitable!) folk who are passionate about providing great service. We are most passionate about literature and developing writers, and about furthering editing and independent publishing in Australia.

## **Who we are**

A really small business (micro business perhaps?), we are Foss and Leticia - and collaboratively we produce innovative works and publications in print and online, and do a whole range of other interesting things - like build e-learning modules as consultants, and advise on social networking. Our skills overlap, but not entirely: Foss, for instance, is a photographer and aesthetics extraordinaire, while Leticia is more word-and-technology focused.

Having a green outlook in everything that we do, and in everything we consume in our personal lives, our business could not exist unless it did so with the same values.

## **Our business has values and morals too -**

Brascoe Publishing is driven by two primary values: respecting the environment, and supporting our local community.

In the former it means that we subscribe to an eco-ethos: we have a 'no-pulp' policy, we use green printing processes and recycled paper, and we try to make sure that everything is used twice. We also try to use public transport, wherever possible, in heading out to see our clients. We believe that being on friendly terms with the environment isn't just about a reaction to climate change, but that it's an essential way of living and working.

Unlike many businesses, we also understand that an eco-ethos isn't something you talk about, or write off so you can erase your carbon footprint: it's about water usage, the origins of what you use, and creating a little green 'microcosm' that is a complete lifestyle.

We support our local community by banking with community banks, using other small businesses to which to outsource printing and supplies, and shopping locally whenever we can. We go to great (sometimes extreme) lengths to keep our business local, which often means a great deal of research time in order to find those hidden local gems of businesses to work with.



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# contact us

**B**elow are listed the many ways you can reach us.

## Phone

+61 (0)421 925 382 or +61 (0)402 585 675

## Snail mail

PO Box 185  
UPPER STURT SA 5156  
Australia

## Email

General and editorial	<a href="mailto:info@brascoebooks.com.au">info@brascoebooks.com.au</a>
Media enquiries or requests	<a href="mailto:media@brascoebooks.com.au">media@brascoebooks.com.au</a>
Sales, products and services	<a href="mailto:sales@brascoebooks.com.au">sales@brascoebooks.com.au</a>
Finance	<a href="mailto:accounts@brascoebooks.com.au">accounts@brascoebooks.com.au</a>

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Facebook	<a href="https://facebook.com/pages/Upper-Sturt-Australia/Brascoe-Publishing/50350246054">facebook.com/pages/Upper-Sturt-Australia/Brascoe-Publishing/50350246054</a>
MySpace	<a href="http://myspace.com/brascoebooks">myspace.com/brascoebooks</a>
Skype	username: <a href="#">brascoe_publishing</a>



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