



Manakin PRESS

Author Guidelines

A Guide to Preparing and Submitting your Manuscript

How to Prepare Your Manuscript?

We follow a well-defined style sheet formulated to streamline the whole process behind the assessment of potential titles, proofreading of accepted titles, and editing of any and all titles. The style sheet will allow the procedures to be completed swiftly and with no misinterpretations or misunderstandings. Please ensure that you provide us with the following, wherever applicable.

Style Guidelines

Here are the guidelines to make sure that the primary bibliographic fields which give information about the book according to the need of Publishers, Sales & Marketing Teams, and Customers are provided by the author in order to increase sales of the book.

Manuscript Cover Page

This will contain all the relevant information about the book that you have written. It should ideally include information such as the title of the book, any subtitles that you may have in mind,

the name of the authors and editors, caption or note relating to the frontispiece of the book, and any dedications that you may want to make.

Book Title

- The title of the book is the most important part of metadata, both structural and descriptive.
- Fundamentals of Discoverability: The distribution of keywords efficiently is crucial.
- Title and subtitle should be in Title Case (e.g. The Fault in Our Stars), except a non-English title where this is not a compulsion (e.g. Spanish).
- The title and subtitle should not contain any edition details but may contain information about the volume.

Table of Contents (ToC)

Every manuscript should be accompanied by a table of contents based on the same theme as the one provided at the beginning of this guideline. The table needs to contain anything and everything that needs to be a part of the book following the Table of Contents page. This includes book parts, chapters, sub – chapters, glossary, bibliography, appendices, and index amongst other things.

- The list consists of the main chapters of the book should match with the final list printed in the book.
- Concise, descriptive chapter titles that include keywords.

Please provide the details in an excel sheet as per the following guidelines:

1. Numbered chapters.
2. Should be formatted as one single paragraph (no line breaks).
3. Number chapters with a period/full stop e.g. “1.”, (i.e., do not use a colon, a semi colon, or nothing).
4. No preliminary material or end matter (e.g. preface, index).
5. Use double-space between the end of one chapter and the number of the next, and between chapters and part titles.

6. Use “and” not “&” (ampersand).
7. No contributor names.
8. Do not include “Chapter” – just numbers;
9. Consistent Title Case (i.e. Capitalise Key Words).
10. Parts titles should be prefixed with ‘Part’, followed by their number (not roman numeral) and a colon e.g. “Part 1:”. Part titles should be emboldened.

Information on Contributors

If you have collaborated with other contributors for the development of the book then information on the collaborators will also be required. Information required is the names of the contributors along with their fields of expertise and academic qualifications.

The list should be in the alphabetic order w.r.t the surnames of contributors and shouldn’t include any contact information. Contributors should have full names if available and italicized, i.e, in italics.

Blurb

- Blurbs are statements of delivery and not of intentions or aims: declaring that this guide “provides” guidance is more impactful as well as economical than saying that it “aims to provide.”
- Emphasis on a comprehensive explanation of the book and its contribution to its related field, rather than explaining the general subject area. Stating that “this guide provides detailed instructions for composing effective bibliographic copy” tells you more about the book than saying “Writing copy is an aspect of publishing a book.”
- Try not to start every blurb with “This book/this volume”.
- Make sure the book’s title is not repeated, especially when short on space. The title should go along with the blurb.
- Use “and” not “&” (ampersand).

Standard Blurb

Customer-oriented product description including essential information about the book.

- Concentrate on the value of the content.
- Most important piece of illustrative metadata (besides the title): most frequently used field and the default choice for most significant internal and external outputs (containing sales tools, Google and Amazon).

Paragraph 1: Overview – An overview of the product.

Paragraph 2: Features and Benefits – A summary of key features and benefits to the reader.

Paragraph 3: Audience – Details on the relevant audience.

Paragraph 4: Ancillaries – A description of any ancillary materials, if present.

Paragraph 1: Overview

A single-sentence overview that describes what the book is about, apprehend the essence of the book and focus on the content of the book (rather than the general subject area).

- If the book is a new edition, this should be clearly stated.
- It must be 300 characters or less (60 words approx): Google typically shortens snippets over 300 characters.
- If the product has an additional element like CD Rom this must be clearly mentioned in a second sentence.

Paragraph 2: Features & Benefits

A brief and direct explanation of what the reader will gain from adopting or purchasing the book (benefits) and how the book will deliver it (features).

- Generally, a customer spend a very short time to evaluate a book: an impressive second paragraph lets them to quickly understand the value and decide to purchase.

- If the book is a new edition, the new features and their benefits must be clearly highlighted.
- It should answer the following:
 - What benefits will I get from reading this book?
 - What are the key elements of the approach taken?
 - How exactly does it deliver these benefits?

Paragraph 3: Audience

A simple statement about the type or group of customers for whom the book is designed.

- This will distinguish the book from others on the topic and allow the customer to identify rapidly whether it is suitable for them.
 - An individual who can recognize themselves in the target audience quickly will be more likely to purchase the book.
 - A bookseller who can understand the market will be able to specify if it is suitable.
 - An instructor or student who can clearly determine the level at which the book is aimed and the area of study is more likely to request an inspection copy, recommend to their library or purchase a copy.
- The paragraph should answer the following:
 - Who is the book written for?
 - Who do you expect to purchase this book?
 - What course or area of research would they be studying?

Paragraph 4: Ancillaries

Essential information on any added-value elements that support the book but are not included within it. For example, companion website materials for textbooks.

Illustration:

Written in line with the best practice it represents, this blurb describes the expected composition of blurbs for maximizing discoverability and sales. The first paragraph is an overview of up to (close to) 300 characters that includes keywords and will also appear in the Short and Seasonal Blurbs. Paragraph two's composition can be recalled using the mnemonic FBI: Features; Benefits; Impact. The paragraph provides a brief and direct explanation of what the reader will gain from adopting or purchasing the book (benefits), how the book will deliver it (features), and the effect the benefits and features will have on the reader (impact). This paragraph imitates the tone and content conveyed in the Selling Points field in GT and it is acceptable to present this paragraph as a bullet list of Unique/Key Selling Points. The final paragraph should clearly define the audience and market for the book, including the readership level – in this case: professionals - and list the relevant disciplines, such as academic publishing and copy-writing. In conjunction with the first paragraph, it will form the Seasonal blurb (and should therefore be around 400 characters). Where present, an additional fourth paragraph might be added to describe any ancillary materials accompanying the book. The entire blurb should be approximately 200 words in total.

Author Biography

A short summary of the book author/editor(s)'s primary professional/academic identity.

- Compose and punctuate as a regular sentence.
- One line per Author/Editor.
- Avoid academic abbreviations and acronyms as far as possible (e.g. PhD, MA).
- Avoid titles and prefixes (e.g. Professor) as far as possible.
- Avoid mention of books published by other publishers as far as possible.
- Should include as a minimum for each Author/Editor:
 - Full name;
 - Current Professional/Academic Position/title;
 - Current Professional/Academic Institution;
 - The country in which Institution (or author, if different) is located.

- Can be supplemented with a small amount of additional notable information, where space permits, such as previous professional posts, relevant societal memberships, and other Manakin Press titles authored, etc.

Illustration:

Rudyard Jones is Professor of Ecology and Agricultural Sciences, Cornell University, USA.

Kim Tennyson is Senior Researcher at Institute for Research and Technology, Thessaly Centre for Research and Technology, Greece.

Catchwords

Carefully selected keywords and phrases that characterize the book and would be used by customers searching for content. Providing catchwords is an effective method for increasing the likelihood that an interested reader will discover a book whilst searching for content on their chosen topic.

A minimum of 5 catchwords is required for all product types (no maximum), to be provided at the proposal stage and reviewed at RFM.

- Single words or multiple-word phrases of 2-4 words.
- One word/phrase per line (add as many lines as necessary using “insert Line Above/Below”).
- Do not repeat author/editor names in catchwords.
- Avoid reference to rank (“best-selling”) or promotions (“free” or “discounted”).
- Ask Authors and Editors for catchwords as part of the proposal (they know the content best and as both creator and consumer).
- Opportunity to highlight important concepts/topics covered that may not be overtly flagged in Title etc.
- Harvest recurring concepts from the table of contents.
- Research and include common synonyms for key concepts in your book as appropriate; add alternative phrases, synonyms, or refinements of other product information already supplied.
- Include course titles (or keywords from them) for textbooks where the main words are not already in the book title/subtitle.

- ‘Stemming’ for the most significant concepts (e.g. computing, computational, computer).
- Include legitimate spelling variations of an important concept the book covers (e.g. “Hanukkah”, “Chanukah”, and “Chanukkah”).
- Unless unavoidable and justifiable, do not reference competing works or authors to increase search results. This unfair practice can result in demotion in search results.
- Sense-check selection by posing as a consumer and searching Amazon to see if competing/complementary books appear.

Illustration:

Title: Advances In Science and Technology a Proceeding of International Conference

Catchwords: Science, Technology, Conference, Proceedings, Advancement, etc.

List of Supporting Elements

If the book contains images, tables, maps, graphs, diagrams, and any other type of supporting elements, then a list of these must also be included along with the manuscript along with their positions in the book.

Acknowledgements

You can choose to acknowledge anyone for your book. A separate section will be included for acknowledgements.

Glossary or Index

If your book is in a technical field then you may need to include a Glossary or an Index at the end of the manuscript defining all the technical terms used in the main text of the book. The Glossary or Index needs to include entries in alphabetical order with pages where the term is mentioned included.

Appendices

Depending upon the nature of your book, you could include any number of supplementary material such as question banks, additional study material, or other information. Appendices must be included as a part of your manuscript.

Bibliography

References made in the book need to be provided in the bibliography. This could include references to books, journals, research papers, blogs, mainstream media, and even fiction. More information can be found in the 'References' section of these guidelines.

Formatting & Technical Requirements

Apart from what you need to include with your manuscript, there are other things that you'll have to keep in mind.

- In the order of sequence, the digital files must be named 001_A, 002_B, 003_C with the alphabets the titles of the pages such as 'manuscriptcoverpage', 'preface', 'tableofcontents', etc.
- We prefer to work with the font Times New Roman and font size 12. For more detailed information on fonts, refer to the 'Fonts' section of these guidelines.
- If you have chosen to use footnotes then please ensure that every page's footnotes begin with '1'.
- We request you to avoid using tabs and instead use first line indents, if necessary.
- Please ensure that the line spacing in the text is 'double-lined'.
- We will need you to submit your completed work to us in both digital and hard copy formats. Please make sure that both versions are identical.