

What happens next for Upper Hand Press authors

Writing a book that will be published is only the beginning of a long engagement for an Upper Hand author. To be published is the first major measure of success. Having the book received well by a public that buys it is another. The latter success requires a long-term partnership of author and publisher.

Once a book is accepted and the contract is signed (UHP royalties are 20%), the author provides metadata information to the Press. This includes professional bio, two synopses of the book, and titles of current books to which theirs will be compared by booksellers and reviewers. The author will help choose the BISAC codes, the industry subject headings that classify the book. This information is provided immediately to the Press.

Accepted books rarely go to press as they were submitted but undergo careful and sometimes substantial editing. Manuscripts must be corrected for spelling, grammar, punctuation and the basics of style. Upper Hand Press uses the *Chicago Manual of Style*. Successful authors will have attended to all basics of good writing at the submissions level.

The author must provide at least two or three relevant blurbs for the book before it goes to press for galleys. The galleys and book will be designed by a well-established book designer chosen by the publisher. Authors do not choose their covers, though they may have some input.

Galleys are submitted to major reviewers four to six months before the publication date of the book. During this period of intense work, the author is arranging readings and appearances to promote the book. If they can afford a publicist, it is recommended to hire one. The author and Press work in cooperation to secure publicity and reviews to create sales. Especially during the first year, there is no let-up in efforts to sell books through appearances, social media, and by any new means (appearances on podcasts; interviews on radio and in print media; talks at groups with related concerns, etc.). Authors anticipating publication may be wise to begin saving to support the costs of making the book successful in the marketplace.

Some authors believe that, having written their best book, the publisher's role is to produce and sell the book, leaving the author free from involvement in promotion and sales. At Upper Hand Press, which is entirely run and funded by one person, we see the publisher's role to be giving talented, highly motivated writers opportunities and support they may not otherwise have. Authors receive from the individual publisher production, management, and continuing promotion for their book.

The atmosphere of this press is personal and collegial. Our authors recognize that publishing with Upper Hand Press involves an unusual personal commitment to them. We expect writers's own, continuing commitments to their works to be at least as great as the publisher's.