IN ANIMALS

Catherine Inlander

PAPER **TRUE**

CASE STUDIES
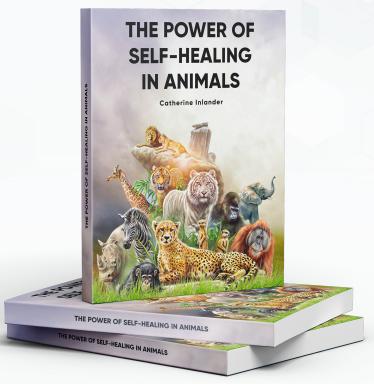**Self Publishing Services**

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Case 1:

The Power of Self-Healing in Animals (Non-fiction)

Author: Catherine Inlander

Catherine Inlander approached us with a draft of a wonderful compilation of anecdotes and techniques by which animals apply self-medication from the fruits of nature. A seasoned practitioner in applied zoopharmacognosy, this was her first attempt at getting published outside the academic sphere.

Objective

Catherine approached us so we could apply an equally trained eye to proofread her work and guide her through the pre-publication process.

Solution

While the book was well-researched, our editors felt it could be improved to make it appealing to readers from all walks of life, so she may gain a wide readership. Our first step was to proofread her work and remove minor mistakes in punctuation, spelling, and sentence structure. We also helped her bring out the best of her research by signalling inconsistencies in the content and presenting it in a manner accessible to someone unfamiliar with applied zoopharmacognosy.

Once her manuscript was in place, we processed it for typesetting, ensuring that her text was well-formatted. Images, appendices, footnotes, and other tables throughout the book were formatted to make the jargon accessible to the novice reader, and also helped balance the contrasting tones of technical information and personal anecdotes. The content editing and typesetting processes played a key role in defining and demarcating these two goals she had for the book. A thorough review also ensured that the anecdotes and the informative content were not disjointed.

We also designed the cover image of her book, which helped in making it more inviting to someone who may not have thought of picking up a book about zoopharmacognosy.

Catherine, who was not affiliated with any university at the time of publication, chose to publish with a local independent publisher. Keeping this situation in mind, we helped her get an ISBN for the book and also designed its copyright page.

In addition to working on her manuscript, we gave her advice on how she can craft her promotional content to appeal to a wider audience. We helped her narrow down on online platforms she could use to promote her book. We also helped her refine the copy she'd drafted to use on these sites.

" Before I approached PaperTrue with my manuscript, I had no idea about the nuances of the publishing process. They opened my eyes to the various steps involved and worked on my manuscript with patience and impeccable eye for detail. I'm grateful that they've been an integral part of this new beginning, and I hope to work closely with them on my new manuscript! "
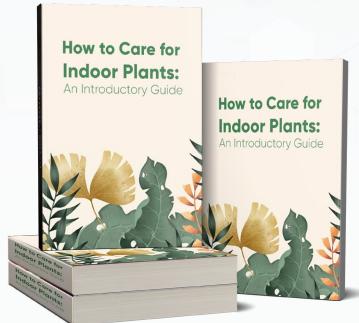
Catherine Inlander

Case 2:

How to Care for Indoor Plants: An Introductory Guide (Non-fiction)

Author: Sam Valdes

Publishing a book was not something Sam Valdes envisioned for himself. But as his gardening hobby started becoming more and more serious, he realized he had a lot to say on the subject. What was originally a series of articles soon came together as a full-length book. We stepped in as experts who could help his book see the light of day.

Objective

On a friend's recommendation, Sam approached us with the request of refining and polishing his book. He also availed many of our pre-publishing services.

Solution

Sam had a pretty good handle on what he wanted to talk about in the book. Since he was used to writing articles, he was also familiar with the language conventions that were required on an instructional book: casual but informative. As editors, we felt that the material he'd brought to us was disjointed and required some effort to work as a full-length book with a singular narrative.

Our first step as his editors was to make the prose consistent, find common threads between various aspects of gardening, and arrange his content in such a way that it is comprehensible to someone with zero knowledge of gardening. We also had to edit certain sections that were written early in his writing journey, as we spotted a gradual change (more specifically, an improvement) as he continued writing. Once we curated and organized the contents of the book, we did a round of proofreading.

Following this, we worked on typesetting and formatting the book, which he wanted to publish solely in the ebook format. This took care of page numbers, properly aligning text with corresponding images, and improving the readability of the whole book. We also created a digital cover image for the book, with the aim of creating something that was visually appealing and inviting.

Due to Sam's unfamiliarity with the publishing industry, he also required our support in getting the book an ISBN and a copyright page, both of which we delivered swiftly. We also helped him draft and refine supplementary content that he could use for marketing and optimizing his author pages. This included a back page blurb, his author bio, and a synopsis for the book.

"Highly professional and courteous. This is exactly the kind of support I needed! When I started writing, I had no intention of getting my work published. But after many friends told me I had something to offer, I started considering it. I plunged into this blindfolded, and PaperTrue held my hand the whole way through. It's wonderful that such an agency exists to help self-published writers in such an intensive way!"

Sam Valdes

Countdown to Eight and Other Stories (Fiction)

Author: Susan Bailey

Susan Bailey has been working as a professional copywriter and journalist for over 15 years, but her lifelong passion was to be a published writer. She approached us with a collection of short stories she'd written over the years, and required our help to put them together in a cohesive collection. We provided editorial support and our package of pre-publishing services.

Objective

As a professional writer, Susan was pretty well-versed in the conventions of writing and constructing a narrative. Where she needed an expert's support was in taking the stories and crafting an anthology that was worthy of publication. Since she was new to self-publishing, she also relied on us to guide her through the process.

Solution

Susan's stories were largely well-written. Her stories required minimum editing in terms of grammar and other technical aspects of language. But given her history as an experienced non-fiction writer, there were hints of journalistic writing bleeding into her fiction. Our editors took care of stylistic discrepancies in her stories and helped her define her voice as a fiction writer. The focus here was also to make the prose fluid and palatable to the casual reader. We also helped her finalize the order of the stories and what they might tell the readers about the themes of the book. We completed the editing process with a thorough round of proofreading.

Susan's requirements for typesetting were pretty specific. She wanted us to format the book in ebook and paperback format, and ensure we include images that she had commissioned from an artist she knew. We placed these carefully within the text, allowing them to blend seamlessly into the textual narrative of the book. We also did pagination and created a table of contents that was compatible with both formats. She also wanted us to create a book cover that aligned with the aesthetic of the images of the book.

In addition to these services, we helped her acquire a US-based ISBN for the books (one for the ebook and one for the paperback version) and designed a copyright page.

"Despite having worked as a writer throughout my professional career, the journey of working on my own anthology opened my eyes to a whole new realm of publishing. PaperTrue's wonderful team of editors and pre-publishing experts gave me precise, constructive, and insightful advice about making my book stand out amidst scores of self-published texts. Their set of services are comprehensive; relieving the writer from technical (but crucial) aspects of self-publishing. Definitely recommending them to newbies!"

Susan Bailey