

Public Relations Brochure



1/1/2022

Optima Publishing (2012) Ltd

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Herts, AL1 5NS,

United Kingdom

www.optimapublishing.org

Company Reg: 08278053

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2012 – 2022

Learning gives creativity;

Creativity leads to thinking;

Thinking provides knowledge;

Knowledge makes you great!

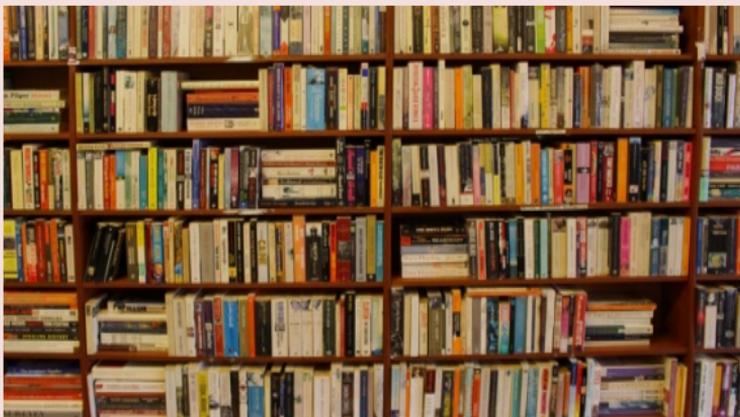
Dr. Abdul Kalam

Former President of India

WELCOME!

This brochure welcomes those aspiring to become authors and writers in their own right.

Our main objective is to raise readers' interest in reading and enhance their knowledge through reading. In this, your literary work provides the stepping stones.



1. Our story

Optima Publishing began its life as a publishing arm of Optima Foundation (www.optimafoundation.org). Optima Foundation exists to support young children in need around the world.

To fulfil the legal obligations and other compliance issues, Optima Publishing has been incorporated in the UK as a private limited company since 2012.

Optima Publishing (2012) Ltd

We (www.optimapublishing.org) are now a registered private limited company in the UK (08278053).

While Optima Publishing is a general publisher, our focus is on societal, academic, and inspirational books suitable for children and adults.



For avid readers!



We want to stimulate your interest by offering you some exciting books to read!

For authors and writers!

We want to explain the processes and procedures for the authors and writers. It is to provide you with a clear idea of a journey you are planning to embark on as an aspiring or experienced author or writer.

However, please note that our Public Relations brochure is updated periodically. It ensures that the information is relevant and updated within our business goals and objectives.

2. Our Director

Dr T N Thomas Jeyendran

BA (Hons), MBA, Cert. Ed, DBA, FCMI, FIC

Over the years, Tom has added many feathers to his cap.

Within Optima Publishing (2012) Ltd, he is the director of the company and an author and writer in his own right.

As the Managing Trustee of Optima Foundation - Poverty Relief, he is the parental figure for many children in children's homes.

He provides them with life skills, learning skills, and being the listening ear during his visits.

As a senior lecturer (now retired) in the university sector, he had nurtured many undergraduate and post-graduate students in the UK and abroad.



Students always valued his knowledge and experience in management-related subjects. His overseas assignments include the European Union (Petra Project), Isle of Man, Israel, and Saudi Arabia.

As the director and Consultant-Principal of Optima Management Consultants Ltd (www.optima-m-consultants.com), he acts as a business partner, nurturing start-up businesses within the commercial and ethical framework.

His management consultancy also extends to project and change management with people-centred solutions.

With his extensive knowledge and experience in management, he has presented many academic papers at conferences and published articles in academic journals.

So he desires to promote knowledge sharing through publishing books linked to societal, academic, and inspirational themes for all to enjoy and benefit.

3. Our team and network

As a small organisation, we call upon many of our associates to carry out certain functions, from proofreading to finalising the book's format.

It is to ensure that we provide the service quality needed for each type of book we are handling.



We select the printer either in the UK or abroad through our network based on our time, cost, and quality remits.

Where appropriate, we seek support in specific functions and print the books through our international collaborations. This arrangement permits us to offer each author and writer a bespoke solution.

In the final analysis, we aim to deliver customers value-based solutions.

4. Becoming an author or a writer (With Optima Publishing)

As an aspirant author or a writer, you may already have a draft of your manuscript. Or you may have a sketch of your intended book.

At this stage, you may wish to contact Optima Publishing to discuss your plans and the intended month and year of publication.

Optima Publishing will assess the proposition's relevance, marketability, and financial viability.



Subject to the approval of Optima Publishing, the author will receive an offer of publication with clear

milestones on tasks and responsibilities.

The author or writer then needs to accept the offer as it becomes part of the contract and return the appropriate Forms with the initial deposit of £500.00

From this point onwards, continuous dialogue is paramount to monitor the progress and adhere to the key dates.

5. What happens next?

1. We will produce an action plan with dates to ensure that all processes and procedures are incorporated.
2. We will agree with the author/ writer on the number of copies to be printed. Our general advice is to choose between 150 and 300 copies on the first print. It is to ensure that the project is within the budget.
3. Optima Publishing will obtain a unique number (ISBN) and initiate the activities required for editing, printing, and publishing the book.

6. Responsibilities of the author or writer

1. It is the responsibility of the author or writer to ensure that the written piece of work is original and not plagiarised, complete and relevant within the selected topic.
2. Sign off all editing and amendments within the specified time
3. Optima Publishing will start the process with an initial deposit of £500.
4. The deposit will be non-refundable after the work has commenced.
5. The rest of the payment is made one month before the actual publication.
6. Once the book is in printing, the author/writer is expected to use their network and social media presence to inform the forthcoming publication of their book.

7. Our Commitment

1. As a publisher of books in the English-speaking world, we will ensure that the

language and nuances are appropriate for publications.

2. We will ensure the book's quality is within the book's scope.
3. We will adopt the least expensive pathway in publishing a book, from start to finish.
4. We will be transparent with the costs of publications.
5. We will guide as appropriate on the level of sales and the revenue arising from that book.
6. We will do our utmost to promote the book where it is appropriate.
7. While we usually publish printed books, we will also explore the opportunities and limitations in producing e-books.

8. Our Quality Assurance

1. Once we have received the manuscript from the author or writer, our quality assurance team will read through the entire script.
2. We will carry out minor editing after consulting with the author or writer.

3. We will advise the author or writer should there be any significant revisions or editing.
4. Should the author or writer wish to do so, all significant revisions and editing will attract extra costs.

9. Design and develop the front cover

The front cover plays a significant role in attracting people to a newly launched book. Hence, we will work with the author or writer to design a front cover that is attractive and, at the same time, encapsulates the essence of the book itself. Optima Publishing will obtain the costs from the task holders before any work on the front cover.

10. Designs, the artwork of pictures and drawings

We will provide advice and support on page allocations, designs, artwork, tables, etc. It is an iterative process, and we will instigate both face-to-

face and virtual meetings to agree on formats within the costs and time remits.

11. Traditional Advertising

Traditional advertising incorporates printed and online versions of journals, magazines, and newspapers. In addition, this form of advertising gives exposure to newly published books.

A quarter-page advertisement of a single book could cost as little as £250 per issue to over £1,000 per issue.

While this is valuable media, it is implausible that the book sales will roll in following the traditional advertising.

Therefore, Optima Publishing can advise on the effectiveness of traditional advertising linked to the topic or the book's subject matter.

12. Social media marketing

Social media is the recent trend in information gathering, especially among young readers. So, in the social media era, the marketing of a new book heavily relies on social media marketing.

However, different social media platforms such as Facebook, Instagram, and TikTok have different follower profiles. Therefore, the author, writer, and publisher must align the book's subject matter to the follower profiles. Through the alignment of this nature, social media platforms can offer tangible benefits.

Once a specific social media platform is selected, the author and the writer need the influencers to promote the book to their followers.

Here the selection of the influencers and the number of followers they have needs to be factored in. For example, an influencer with less than 4000 followers is unlikely to generate sufficient interest to create a snowball effect.

All authors and writers have different stories to tell. However, the influencers need an 'aha' factor to become excited. Only then their taglines on social media will have some faith.

Here, Optima Publishing can match the author's story and the influencer's taglines to create an alignment for mutual benefit.

Moreover, Optima Publishing will outsource the task of working with the influencers to those who have in-depth knowledge and experience in this field.

13. Public Relations

In book publishing, a book's content needs to be told attractively. But also, the personality and the circumstances of an author or writer play a significant part.

A case in point is that the Harry Potter series had good storylines, and the person who wrote the series itself also had a story to tell. Through Public Relations by Bloomsbury, J.K. Rowling was elevated to a position as an underdog who overcame her poverty

through perseverance. It created added value to the storyline of the book itself.

While this author-identifier cannot be repeated to other authors and writers, a clear strategy is needed to link the author and the book itself.

There are no value-for-money public relations organisations in the UK to nurture upcoming authors and writers. Hence, Optima Publishing is attempting to fill this gap.

14. E-Books

In recent years, E-books have become popular. However, while many organisations can produce E-books for the authors, the success of E-Books relies on discount pricing and prior reviews.

Many E-books are discounted to 99 Pence per download. Therefore, relying solely on E-books may not generate the income needed to maintain the book's viability.

Moreover, promoting through Amazon and www.bookbub.com is necessary to achieve any success on the broader circulation. Therefore, it is possible to gain global exposure to the book and the author through these channels.

In this, Optima Publishing can sit down with the authors and writers to create a strategy for promoting the E-books.

15. Distribution

Within Publishing books, there are two forms of distribution systems. Firstly, the printed form requires storage and delivery to business partners such as Gardners Books.

While Optima Publishing has an established link with Gardners Books, it has become a recent trend among wholesale book merchants to order copies on-demand.

So, the communication channels must be open to the wholesale book merchants, mainly when a

promotional event is organised to complement the book launch.

Secondly, the E-book distribution; is reasonably straightforward. An online transfer can be made once an organisation such as Gardners Books, Kindle, or Bookbub has agreed to include the E-book. Readers can purchase and download the book onto their computer or book reader Kindle from their database.

16. Sales and Revenue allocations

Optima Publishing (2012) Ltd functions in two different ways to support the authors and writers.

The first option is that we will function as the partner for authors and writers to support their development as authors and writers.

Here, we will provide a value-for-money service to enable them to control their literary work fully. So, once our expenses are paid, any surplus income generated will be allocated to the author or writer.

The second option is that Optima Publishing takes complete responsibility for publishing and promoting

the book. In this, the author and writer will receive a royalty on each book sold.

Optima Publishing prefers the first option as a small organisation with limited financial resources. This option also allows the author and the writer to own the book they have written entirely.

17. Finally:

We endeavour to support the up-and-coming authors. Hence, this brochure provides sufficient considerations before embarking on a journey as an author or a writer.

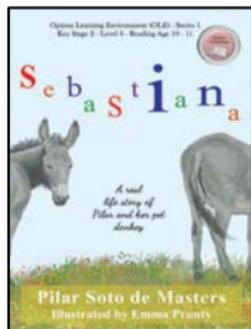
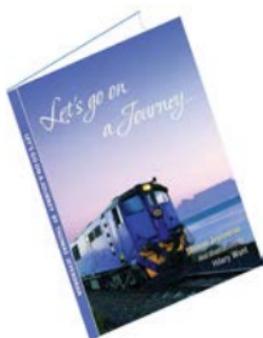
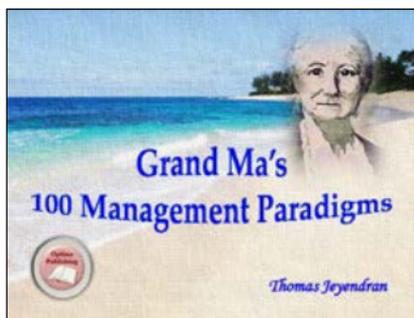
We are happy to receive any inquiries and set up an initial meeting, either face to face or through electronic means (Zoom / Skype, etc.)

We could plan a strategy needed to publish a book successfully through this meeting.

Contact: optimapublishing@ymail.com

Tel: +44 (0) 1727841468

Errors and omissions excepted (E&OE)



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