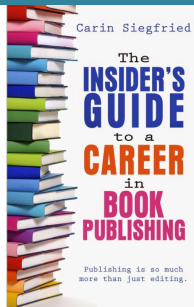


The Whole Story

Because the WNBA has members from every aspect of the literary profession, there are many ways in which we can connect, especially when it comes to telling The Whole Story behind a book.



In this exciting new column we delve behind the scenes and talk to the team responsible for taking a manuscript to a fully realized book. And what better way to kick it off than with *The Insider's Guide to a Career in Book Publishing* by Carin Siegfried? “A compendium that ought to be considered mandatory reading for anyone who aspires to a publishing career,” according to Jim Cox, an indie book insider for nearly forty years and recipient of a Lifetime Achievement Award at the 2013 Global eBooks Awards.

AUTHOR: Carin Seigfried, WNBA National President, Writer and Freelance Editor, www.cseditorial.com



Every year, for more than ten years, I give a talk at my alma mater on careers in book publishing. One year after the talk, frustrated by how little I was able to convey about this overly complicated industry, I started to blog about publishing careers. A few years later, I decided to turn those blog posts into a book for a very practical reason: my business has ebbs and flows and the slow times are a bit unpredictable. I needed a project to work on in between clients' projects. I also wanted to go through the entire self-publishing process, like a lot of my clients do, to experience it for myself. And yes, even though I self-published and I am an editor, I hired two editors, a copyeditor, and two proofreaders. The book explains everything about book publishing from soup to nuts, in a fun and casual voice that college students and young adults will relate to, speaking specifically to their experiences and skills.

REVIEWER: *Jim Cox, Midwest Book Review - Editor in Chief*



"Having worked in the publishing industry for almost four decades, there is one undeniable fact that I've learned. Publishing is hard work, often with very little return on the invested dollar. But despite that fact, there is a never ending supply of young men and women who would like to establish a career for themselves within the publishing industry. A unique and seminal work, "The Insider's Guide to a Career in Book Publishing" by publishing industry veteran Carin Siegfried is a 134 page compendium that ought to be considered mandatory reading for anyone who aspires to a publishing career...Practical, informative, unique, and compactly comprehensive, "The Insider's Guide to a Career in Book Publishing" is very highly recommended for personal, academic, and community library Writing/Publishing instructional reference collections.

DEVELOPMENTAL EDITOR: *Betsy Thorpe, WNBA Member and Past Founding President - Charlotte Chapter, Editor*



When Carin told me about her book, I thought it was a great idea and encouraged her to self-publish. We both were in the final stages of finishing our separate projects (mine is a novel), when Carin suggested we edit each others' projects.

I love this book because it helps those who desire a career in book publishing a myriad of ways to get into the business, and it describes each job's pros and cons. Carin has a lot of fun insider stories as well.

COPYEDITOR: *Nicole Ayers, WNBA Member-Charlotte, Assistant Editor -The Bookwoman, Freelance Editor* www.ayersedits.com



I performed a light copyedit on *The Insider's Guide to a Career in Book Publishing*. I enjoyed working on this project for many reasons. Carin's writing voice is conversational and easy to read. I learned a lot about the book industry and the connections between the various careers, as I came to freelance editing from a different path. The many resources are informative and the e-book's hyperlinks make perusing them a one-click process. Aside from learning new information, I had fun working out various challenges. Carin and I had to decide whether she should use "copyediting" or "copy editing." While exploring this conundrum, I discovered that even Carol Fisher Saller, the editor of The Chicago Manual of Style Online's Q & A, was confused by this. Our discussion prompted Carin to write an additional sidebar about the issue. This project was a learning experience, and I'm grateful that I was part of the process.

COVER DESIGN: *Diana Wade, Graphic Designer, www.dwadegraphicdesign.com*



I was so pleased when Carin asked me to help with her book and especially to do the cover. The inside of the book is the "meat & potatoes" of the project but a book cover is a really big "prize" because that is the "eye-candy" that brings a potential reader into your book. A good cover can sometimes make or break a book. And as a designer, trying to bring the essence of a book onto the front cover is a great challenge. It requires getting to the heart and essence of a book with just one visual. Conceptualizing a book and its cover is a designer's dream.

Although Carin had a pretty clear idea of what she wanted on the cover (books to represent the industry) it was then my job as a designer to give her as many graphically pleasing and varied concepts based on this input. I believe I ended up giving her 14 different cover designs all based on "books" on the cover. Again, a great challenge for me as a designer to see how many ways you can present one image.

PROOFREADER: *Tricia Callahan*



The heavy-lifting editing for language wasn't my focus while proofreading Carin Siegfried's *The Insider's Guide to a Career in Book Publishing*. As the final proofreader, my main goals were to see that the styles previously set by the copyeditor and first-pass proofreader were seen through and to polish the text. I corrected lingering errors, fact-checked all proper names, and flagged where the layout could be adjusted. For instance, the version I saw had the word "production" ending three lines in a row near the bottom of page 28. Now it doesn't.

Carin and I never met in person; my name was given to her by a former colleague from my days at Penguin (it's true what she writes: publishing is a small world), and our interaction was fairly basic, as most freelance hires are. I edited her book electronically over ten days, reading it through several times. She describes the role of a proofreader in chapter 5, if you're curious, and as someone who also built her career in book publishing, I can say that she tells it like it is.

DEVELOPMENTAL EDITOR: *Karen M. Alley, Freelance Writer and Editor,*
www.karenalleywriting.com



I was honored when Carin asked me to read her book and be a small part of this exciting project. Carin has lots of experience in the publishing industry, and she knew that the more people she had read her book, the better the end product would be. I feel I brought a fresh perspective to her book because I have worked in the publishing industry for many years, but I have never worked for a big publisher in New York. This meant I was familiar enough with the subject she was writing about to be comfortable editing and offering suggestions but was also able to see topics that needed fleshing out and explaining, for those of us who are not "insiders."

BETA READER: *Valarie Slade*



I had worked with Carin to be a second reader for several of her clients prior to reading her manuscript. Carin asked me to be completely honest because, as an editor, she knows that constructive criticism shouldn't be taken personally. I think the book itself offers an amazing insight into the world of book publishing. So many people think, "I like reading. I'm good with grammar—I'll be a book editor!" But Carin's book shows that there are so many valuable facets to the industry, and I think that will be a real eye-opener for readers.

READER: *Yuxi Lin*



This book has been my cheerleader in navigation my career change. Its refreshing take on breaking into the competitive publishing industry offers readers the confidence to take next steps. Siegfried offers clear advice and tips from her personal experience. I would highly recommend this book to anyone considering a career in publishing.

READER: *Elaine Ruth Boe, WNBA Member-Charlotte*



The sentences that stayed with me the most are the ones that helped dissipate my growing panic at the hurdles I must overcome to join this industry. Carin's humorous and supportive voice remain intact throughout this incredibly user-friendly manual.

If you would like to recommend a book to be featured in *The Whole Story*, please send your recommendation to newsletter@wnba-books.org