



**WE OFFER
THREE
PACKAGES**

WHAT IS A BOOK PUBLISHING RETREAT?

A unique chance to take time out of your busy life and get your book made – in just one week!

By the end of the week, your book will be live for customers to buy, and you will be equipped with expert advice on how to sell, market and promote it successfully.

You'll be staying at our retreat located in the hills outside Byron Bay and working with us from our office during the day.

The schedule will be intensive at times, but it will be fun too. You'll be working with experienced professionals who will step you carefully through every stage of the publishing process, from cover and internal design to proofreading and uploading files.

This is a collaborative, creative process. We'll do what's required to ensure a high quality, professional book, and we'll provide you with expert advice, but you make the decisions. This is your book.

WHY CHOOSE CAPTAIN HONEY'S BOOK PUBLISHING RETREAT?

- It's the only one in Australia – so far as we know!
- Set yourself a deadline for your edited manuscript – and commit to it
- Make your book happen – and happen quickly
- Enjoy the creative process, working with publishing experts
- Bypass the pain of having to learn all about 'how to' self publish – and just get it done
- Set yourself up for the next phase – selling and marketing your book.

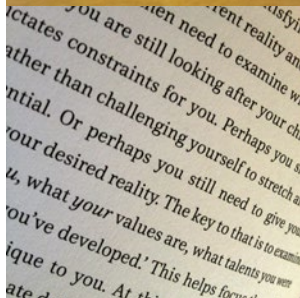
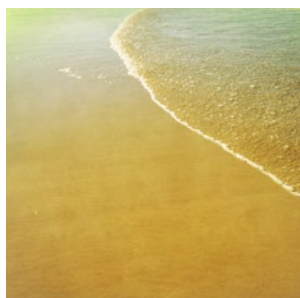
1.
PRINT BOOK
& EBOOK
7 DAYS

2.
PRINT BOOK
5 DAYS

3.
CHILDREN'S
PICTURE BOOK
FROM 3 DAYS

HOW IT WORKS: 6 EASY STEPS

The set up process is the same for all three categories and it works like this.



1.

We review your manuscript to check it suits the program. (We check for complexity of material and length of manuscript as these may affect suitability for the program).

2.

We approve your manuscript for the program and book you in for dates that suit you.

3.

We send out your Retreat Preparation Package, which contains a design brief form and other advance information that we need from you.

4.

After signing the agreement, we have a one-hour Skype consultation to run through the preparation package, the process, and introduce the team.

5.

We have a one-hour Skype consultation 2 weeks before the retreat is due to start to ensure necessary preparation has been completed and to check that everyone knows what to expect.

6.

You, and your copy-edited manuscript hop on a plane — and we'll see you in the beautiful Byronshire — ready for publishing action.

CAN YOU REALLY MAKE A BOOK IN A WEEK?

Yes, it's possible. It's an innovative concept in Australian book publishing, pushing the boundaries of what was once deemed possible in terms of book publishing schedules. Focus, planning, experience, and a talented team make it possible.

We also need to have a carefully managed schedule for working together, and the work we need to do behind the scenes, to make the book. This varies a bit for each type of retreat, but here is a sample to give you an idea of how it works.

To succeed in this timeframe, we need to prepare well.

The Retreat Preparation Package and follow up Skype call will provide us with lots of the information that we need to plan for your arrival, such as applying for ISBNs, registering the book with the National Library, and sourcing print quotes. We'll ask you to complete a book specification form as well as a cover and internal design brief to ensure we are all clear on the format and style of book we are creating. Don't worry, though: we prepare well so that you don't have.



**RETREAT
DURATION:**
7 DAYS,
6 NIGHTS

**STARTS AT
\$3500 + GST**

(includes 6-nights
accommodation)

PRINT & EBOOK RETREAT

This retreat is suitable for authors of fiction (literary, genre, young adult or junior), memoir and non-fiction. It is not suitable for authors of heavily illustrated 4-colour books, such as pictorials or cookbooks.

WHAT'S INCLUDED

A final, approved ebook, uploaded onto Amazon ready for customers to purchase

A final, approved print-on-demand book uploaded onto CreateSpace and available for customers to purchase

Print-ready files sent to a traditional printer (if required)

Training on how to use the Amazon dashboard to manage your book files, sales and promotions

Publishing training on how to distribute and promote your book in physical and online environments

ISBNs and CIP data from the National Library

A full cost analysis for your book.

FILES YOU TAKE HOME

Final cover artwork files as PDF and JPEG

Ebook files in ePub and Mobi (Amazon) format

PDF of CreateSpace print-on-demand book file

Print-ready PDF that can be used for traditional printing, if required

Native files of all of the above

Excel file of book costing

WHAT ARE 'NATIVE FILES'?

Native files are files in the program they were originally created in, which means you can adapt and update them if required.

WHY DO PRICES 'START FROM'?

We can't quote a flat rate because books vary too much, particularly in the length of a manuscript, and also in the type of content it includes. If there are boxes, lists and/or illustrations, for example, more work will be required of our designer. Another factor is how many formats (print, ebook and print-on-demand or just one or two of those options) and distribution options you choose. We will provide a quote for your book taking into account these variables.



RETREAT
DURATION:
6 DAYS,
5 NIGHTS

STARTS AT
\$2500 + GST

(includes 5-nights
accommodation)

PRINT BOOK RETREAT

This retreat is suitable for authors of fiction (literary, genre, young adult or junior), memoir and non-fiction. It is not suitable for authors of heavily illustrated 4-colour books, such as pictorials or cookbooks.

WHAT'S INCLUDED

A final approved print-on-demand book uploaded onto CreateSpace and available for customers to purchase

Print-ready files sent to a traditional printer (if required)

Training on how to use the Amazon dashboard to manage your book files, sales and promotions

Publishing training on how to distribute and promote your book in physical and online environments

ISBNs and CIP data from the National Library

A full cost analysis for your book.

FILES YOU TAKE HOME

Final cover artwork files as PDF and JPEG

PDF of CreateSpace print-on-demand book file

Print-ready PDF that can be used for traditional printing, if required

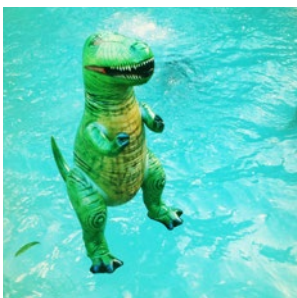
Native files of all of the above

Excel file of book costing.

SALES, MARKETING & PUBLICITY PLAN

Stay one additional day (and night) and we'll work with you to develop a detailed plan for selling and marketing your book. It will include: customer segmentation, key messages, distribution channels and strategy, five strategic marketing concepts, high level online and social media strategy, target publicity list, list of promotional material required.

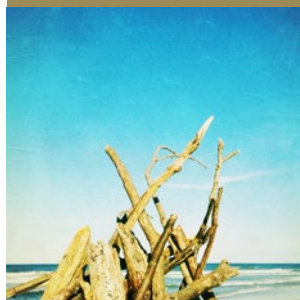
COST: \$750+GST (INCLUDES ACCOMMODATION)



CHILDREN'S PICTURE BOOK RETREAT COMING SOON!

SAMPLE ITINERARY

PRINT & EBOOK RETREAT



DAY 1

Midday

Welcome Meeting

WHO: Author, Publisher, Designer

WHAT: Introduction and Overview of the Week

1-2pm

DESIGN MEETING 1

Design Kick Off

WHO: Author, Designer

WHAT: Review brief and discuss possible creative directions

Designer starts cover design

2.30-3.30pm

PUBLISHING MEETING 1

Project Kick Off

WHO: Author, Publisher

WHAT: Prepare brief for typesetter, confirm title and subtitle

Manuscript sent to typesetter

DAY 2

9am - 11.00am

AMAZON TRAINING 1

WHO: Author, Publisher

WHAT: Setting Up Your Accounts (KDP and CreateSpace)

typesetter lays out first pages

designer creates first cover concepts

DAY 3

9 - 10am

DESIGN MEETING 2

First Concepts

WHO: Author, Designer

WHAT: Review first cover concepts and select preferred direction

10.30am - 1pm

Publishing Training Session

WHO: Author, Publisher

WHAT: Book Distribution and Costing

2-3.30pm

Coffee with local author

first page proofs returned from typesetter

Page proofs sent to local proofreader

DAY 4

9 - 10am

DESIGN MEETING 3

Revised Concepts

WHO: Author, Designer

WHAT: Review revised cover concepts and select cover direction

Cover direction selected

10-11am

PUBLISHER MEETING 2

Project Update

WHO: Author, Publisher

WHAT: Tips for proofreading effectively. Tips for preparation of great cover copy.

Final cover copy and online copy submitted to publisher.

11am - 5pm

Proofreading

WHO: Author

WHAT: Read and Review Page Proofs

DAY 5

10-11am

DESIGN MEETING 4

Final Concepts

WHO: Author, Designer

WHAT: Final cover design selected

11am onwards

WHO: Author

WHAT: Continue and Finalise Review of Page Proofs.

Proofreader returns corrected page proofs by COB

DAY 6

11-1 pm

AMAZON TRAINING 2

WHO: Author, Publisher

WHAT: uploading product specifications and cover, setting keyword phrases and details

2-3pm

AMAZON TRAINING 3

WHO: Author, Publisher

WHAT: Using the dashboard, sales reports and promotions

3-5pm

APPROVAL MEETING 1

Page Proof Approval

WHO: Author, Publisher, Designer

WHAT: Final check of page proofs including prelims. Author approves final page proofs.

DAY 7

11-12am

APPROVAL MEETING 2

Ebook Approval

WHO: Author, Designer, Publisher

WHAT: Ebook files checked, approved and uploaded

2-3pm

Approval Meeting 3 (Print-on-Demand Approval)

Who: Author, Designer, Publisher

What: Print-on-demand files checked, approved and uploaded

3-4pm

Handover Meeting

WHO: Author, Publisher, Designer

WHAT: Final Project Sign off and File Handover

5pm

CHAMPAGNE!



OUR TEAM

The retreats are led by accomplished book publisher Roz Hopkins and award-winning book designer Natalie Winter. Between them, Roz and Natalie have over 30 years of experience in traditional publishing. They met when they worked as publisher and designer respectively at HarperCollins in Sydney, and they have since moved to Byron Bay where they established innovative book publishing company, Captain Honey. Roz and Natalie's creative leadership is second to none in the industry, and their complementary commercial, creative and strategic skills ensure that beautiful books are produced to the highest quality standards. Being part of Roz and Natalie's team on the retreat is a fun and rewarding way to realize your publishing ambitions.

YOUR ACCOMMODATION

You'll be staying at 'Sweet Retreat', a small self-contained studio on our property located in the exclusive country town of Bangalow, about 15 minutes drive from Byron Bay. The Balinese-style studio is stylishly presented, with hand-crafted furnishings, a wet-room style bathroom and, of course, lots of books. You have your own outdoor bath from which to stargaze after a hard day's work on the book. During the warmer months, you are welcome to use our in-ground saltwater pool. Free high speed wifi, tea, coffee and breakfast is included.

