

What's different about us?

1. Our founder – writing & publishing consultant, Belinda Pollard – is personally involved in every project. She has more than twenty years experience in the publishing industry and has edited books that have won or been shortlisted for significant prizes. She is also an award-winning author herself, and understands many of the pressures you may be feeling.
2. Our editors and proofreaders are members of the Institute of Professional Editors.
3. We adapt best-practice from the traditional publishing industry so that you end up with a book that says “professional” not “home-made”.

This means we prioritise **your words**, first and foremost.

- Your words are the most important thing about your book; they shape its enduring value.
- If you select a “do it for me” self-publishing package, the price includes an edit of your whole book, not just a partial edit.
- We correct mistakes, pursue possibilities, and enhance strengths – but we protect your unique authorial voice.
- To suit your needs and priorities, we offer different ways to develop your words to their full potential: professional coaching, developmental reviews, structural and line editing, proofreading.



Second, we prioritise the **visual presentation** of your book. We work with you to produce a professional, appropriate and effective front and back cover design, page design and back cover blurb.

4. We save you money by excluding add-on services you don't need or which may not produce the results you hope for.
5. If you select self-publishing services, we set up your project so that you become a fully independent author.
 - You are the publisher, not us. You always own your own book.
 - You also own your accounts with distributors and printers, and we will show you how to place orders direct, at cost price. We do not take a cut.
 - You receive 100% of your royalties direct from the relevant bookstores such as Amazon and/or distributors. They do not come through our bank accounts, and we do not take a cut.
6. We will tell you if we realise we are not the best service for you and your project, and wherever possible, we will suggest alternatives for you.

smallbluedog.com

Premium coaching, editing and self-publishing services

