



Britain's Next
BESTSELLER

Author Press Pack

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This press pack has been put together to help you to answer press queries about your book AND to help you to proactively approach the press. Good Luck!

Revolutionising Publishing in the UK

Britain's Next Bestseller is a publishing imprint with a simple mission – to shake up the way the publishing industry works.

Some of the world's best loved books nearly didn't make it to our shelves... JK Rowling was advised by an editor to *'get a day job'* since she had little chance of making money in children's books. Dan Brown was rejected by publishers because his book was *'so badly written'* and the authors of the 125+ million bestselling *'Chicken Soup for the Soul'* received over 140 rejections because *'Anthologies don't sell'*.

Murielle Maupoint, the founder of BNBS, had a vision which was to make it as easy as possible for authors to get their work published. Kelly and I want to maintain that vision and continue in her belief that there is a fairer way to get published without relying on literary agents, traditional publishers or self-publishing houses. We want to give authors a more profitable way to publish their manuscript. We want to give them a faster way to see their dream go from manuscript to printed book. We want to empower readers so they can decide the books that get published. The books they want to read!

How Does It Work?

It's simple. Our authors have access to a vibrant online platform and powerful social media tools. They must demonstrate demand for their book by securing a pre-agreed target. Hit their target and a guaranteed publishing contract, with industry beating royalties, will see their book go from manuscript to printed masterpiece in no more than 12 weeks. The more popular a manuscript is, the more resources we throw at it to make it a bestseller. If the public want to read it we want to publish it!

Readers get a great deal too... browse exciting manuscripts, search out and support that next bestselling author, their name printed in every edition of the book, along with getting a copy of the book 2 weeks before public release.

Join The Revolution Today.

We have already received a deluge of manuscripts – many of which have the makings of Britain's Next Bestseller. Our website www.bnbsbooks.co.uk has undergone a major revamp to reflect the changes and vision we are striving for. We continue to champion all kinds of books covering a vast range of genres – children's picture books, paranormal romances, inspirational life stories, self-help, thrillers, historical novels, science fiction and fantasy... something for every taste. Once a manuscript is submitted, all UK authors will be able to register and 'pitch' their manuscript to the public. Britain's Next Bestseller will be the place where readers decide the books that get published and where authors can land a publishing deal.

Join us on our exciting journey at www.facebook.com/BNBSbooks and Twitter: @BNBSbooks. Britain's Next Bestseller – where readers discover new books and authors are discovered.

For more information please contact David McCaffrey, Director of Britain's Next Bestseller, part of Live It Publishing, by email - info@bnbsbooks.co.uk or call 01642 285722.

Fact Sheet

Britain's Next Bestseller aren't alone in their desire to change the UK's publishing industry. Talk to any author, pick up any trade journal or ask anyone in the know and you will quickly note a common message. It's time to readdress the power balance. It's time to put the author first...

Andrew Franklin - MD Profile Books

"The large bestselling authors are taking a bigger and bigger share of the market... Just as in every branch of late post-industrial capitalism, the rich are getting richer. New authors and struggling authors and mid-list authors are finding it harder."

Colin Robinson - OR publisher

"Faced with a dizzying array of choices and receiving little by way of expert help in making selections, book buyers today are deciding to play it safe, opting to join either the ever-larger audiences for blockbusters or the minuscule readerships of a vast range of specialist titles. In this bifurcation, the mid-list, publishing's experimental laboratory, is being abandoned"

Jonny Geller – Agent and Joint CEO Curtis Brown, MD Books Division

"If publishers focus too much on the obvious hooks or names, then the new or unsuspecting will disappear," he said. "All the major success[es] of the last few years, or the majority, have come from unexpected places."

Jennifer Rankin – The Guardian

It used to be "the top-selling 20% funded the rest, some of whom, hopefully, would become the bestsellers of the future" **Jonny Geller** now thinks "closer to 4% v 96%."

Jennifer Rankin – The Guardian

"Those people with half-finished manuscripts in their drawers might take heart from the story of Nathan Filer, the mental health nurse who this week won a Costa award for his first novel. He had 11 publishers vying for the rights to publish *The Shock of the Fall*. The search for the new is not over yet."

Murielle Maupoint - CEO & Founder of Britain's Next Bestseller, part of Live It Publishing

"The publishing industry simply cannot continue as it is. Bookshops are closing. New authors are struggling to land publishing deals. When they do get published, they make pennies per book sold. Readers are disillusioned by the bland diet of big brand author books they're being fed. And yet the stories shared between the pages feed the soul and ignite our imagination. We should be backing new writing talent and offering readers a rich variety of reading material to indulge in! Change is needed."

Quotes (with the exception of Murielle Maupoint's) taken from Jennifer Rankin, The Guardian, Monday 13 January, 2014.

The logo for Britain's Next Bestseller features the text "Britain's Next" in a standard sans-serif font, with "BESTSELLER" in a larger, bold, all-caps sans-serif font below it. Above the text are several horizontal lines of varying lengths, creating a stylized graphic element.

Britain's Next BESTSELLER

Contacts

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- This document was prepared by Clare Sidebottom, original BNBS Marketing & PR expert. It was modified and adapted by David McCaffrey, [Director of BNBS](#). If you need more information please contact Kelly at kelly@bnbsbooks.co.uk
- If you have an unpublished fully edited manuscript you would like to submit please go to the SUBMIT link at www.bnbsbooks.co.uk
- For overall company information & industry quotes you can contact David McCaffrey, Director of Britain's Next Bestseller, part of Live It Publishing, by email info@bnbsbooks.co.uk or call 01642 285722.



***Introducing one of
Britain's Next Bestseller's Authors.***

“Author insert your name here” author of “author insert book title here”

A little about them...

<Author insert's their bio here>

A little about their book...

<Author inserts an overview of their book>

<Author can also insert an image of their book cover>

Their campaign targets...

<insert author name>'s manuscript **goes live xx/xx/2017 OR is live now** on Britain's Next Bestseller's website, here is a direct link to their page **www.xxxxxx**.

Author name needs to achieve a target of **xxxx** by **xx/xx/xx**. If they hit their target they will bag a book deal and see their manuscript become a printed book within 12 weeks from then. If they don't hit their target they won't get published. Any exposure you could give them would be fantastic as it would give their campaign a real boost.

Isn't it time that authors get a fair deal and readers get to see the books they want to read get published? Please help us to change the UK publishing landscape. Thank you.

For more information visit www.bnbsbooks.co.uk or contact info@bnbsbooks.co.uk

Britain's Next
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Brand Assets

Logos

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Author Email Signature Templates

We have created some email signature templates that can be used by BNBS authors at different stages in their journey.

**ADD WHATEVER SIGNATURE COPY IS
RELEVANT TO YOUR NEEDS (SEE BELOW). SET
THE TEXT SO THAT THE WORDS ARE ALIGNED
WITH THE EDGES OF THE BNBS LOGO PLEASE**





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SIGNATURE TEXT	SUGGESTED SCENARIO FOR USE
Proud to be a Britain's Next Bestseller author.	If the author just wants to keep it simple.
"insert book title" coming soon...	Authors who don't have their manuscript ready yet could start using this
"insert book title" pre-order now <link to BNBS>	When manuscript in early campaign stages
"insert book title" pre-order before xx/xx/xx <link to BNBS>	When manuscript mid campaign
Last chance, order "insert book title" before xx/xx/xx <link to BNBS>	Latter campaign stage – create a sense of urgency
Love "insert genre"? You'll love "insert book title" <link to BNBS>	If title ambiguous/author wants to make genre clear
Help me become "Britain's Next Bestseller" <link to BNBS>	If author is writing to people they know and so wants to "tug" at the heart strings
Thanks to my supporters "insert title" is now on its way to the printing presses	When manuscript has hit its target and is being published
"Insert title" available to buy from x & x	When the book has been published and is available to purchase