

# Working Partnership Policy

Policy #00004

The Working Partnership Policy of Ink & Fable Ltd. aims to outline the ethos of Ink & Fable's mission to work alongside authors instead of over them throughout the publishing process.

## **1. Working with Authors**

Although Ink & Fable is a traditional publishing house and therefore has control over final decisions regarding but not limited to cover design, marketing campaigns, title, editor etc. It is part of Ink & Fable's ethos and mission to work with the authors they sign.

The founders aim is to include signed authors in the process of publishing their books. Authors signed with the publishing house will be consulted during every step of the process, especially:

- Choosing cover art
- Deciding target audience
- Title and editing decisions
- Marketing promotions

## **2. Marketing with Authors**

Ink & Fable also promises to assist their authors throughout the publishing process on their end. Authors are expected to market themselves alongside the marketing the publishing house will provide. The Founders understand that not all authors enjoy or necessarily know how to market themselves efficiently, as such they provide their authors with a number of tools to ensure they are promoting their book to the best of their ability:

- All authors are invited to join the Ink & Fable Author Facebook Group upon signing
- Authors are provided with a marketing guide upon signing with Ink & Fable
- Upon creation of a cover design authors are provided with a minimum of 20 promotional images to use throughout their platform to promote the book

The Ink & Fable Team are also available to provide assistance if ever authors are struggling with an aspect of their marketing campaign.

## **3. Working with Contractors**

Ink & Fable is a small publishing house and as such have made the decision to work with editors and artists on a contractor basis rather than having a full time in-house editor and cover artist etc. This enables Ink & Fable to maintain a working relationship with many editors and artists to ensure that these professionals are chosen on a project by project basis for the books that are best suited to their talents and styles.