



Successful Editorial Freelancing is designed to provide you with the practical nuts and bolts of what is required to set up as a freelancer in the UK publishing industry, and to equip you with the confidence and business sense to create a successful and sustainable freelance income. The financial, tax and company advice sections are specific to the UK market.

On completing the course, you will:

- have the motivation and confidence to start your own business
- be equipped to manage yourself through the difficult first six months of freelance life
- gain a good understanding of what publishers are looking for in freelance editors and proofreaders
- recognise what is required to gain new customers and keep the ones you like to work with.

At the end of the course you will generate your own personal business plan, with a particular emphasis on researching your market, understanding what would make you particularly attractive to your publisher clients and why they would want to employ your freelance services.

The business plan will be assessed by your tutor and individual comments and suggestions will be sent to you.

Fees

£75 for the electronic format (all course materials to be sent by email)

£90 for the printed format - plus an additional £10 for postage if outside the UK.

How long will it take?

The course is designed to be flexible. Although we estimate around 6-8 hours to work through the course materials, you may find that you spend quite a bit more time completing the exercises and suggested research. If you do not finish the course within a year, you will be offered the opportunity to study for a further 12 months following payment of a re-registration fee. Any extensions beyond this are at the discretion of The Publishing Training Centre.

Money back guarantee

If, within 10 working days of receiving your course materials, you decide that the course is not for you, contact us to arrange for a full refund.

About The Publishing Training Centre

The Publishing Training Centre at Book House (PTC) is an educational charity, set up over 30 years ago, originally as part of the Publishers Association. The PTC runs more than 53 different classroom based courses, offers in-company training, plus a number of distance learning programmes, and its primary aim is to promote excellence in publishing.

Programme summary

- **What makes a successful freelancer?**
- **Legal considerations of starting up**
 - business nature
 - legal structure
- **Researching your market**
 - potential customers
 - who are your competitors?
 - building a business plan
 - have I got what it takes to be a freelancer?
- **Putting a price on your work**
 - NUJ rates
 - the going rate/what your clients offer
 - what do you want to be paid?
 - should I accept a low-paid job?
- **What publishers look for in a freelance editor or proofreader**
- **Working from home: the ups and downs of the 10-second commute**
 - creating a successful home-based business
 - top tips for the lone freelancer
 - keeping in touch
 - building a team around you
- **Finding new clients and hanging on to the ones you have**
 - defining the brand
 - creating an 'elevator pitch' that is right for you
 - your customers are the best sales team you could have
 - getting the best out of networking
 - creating a presence online
 - being remembered for what you do best
- **Managing yourself and your time**
 - achieving a good work/life balance
 - saying no
 - effective use of technology
- **Managing your clients**
 - creating good working relationships.

Frequently Asked Questions

Who will benefit from this course?

Delegates who have already completed one of our distance learning proofreading, copy-editing or picture research courses; or editors, proofreaders and picture researchers currently employed in companies who want to make the transition to freelance status. Freelancers that would like to grow their business would also benefit from the course.

Do I have to have a publishing background?

No. Many of the freelance editors who do this course have learned new skills as editors and proofreaders but don't necessarily have any in-house experience of a publishing house. In fact, this course has been written by a publishing professional, so lots of the tips and insights the tutor gives will really help you see things from the publisher's perspective. Many editors who do this course, even if they have insider knowledge may only have had direct experience of one department in a publishing company, so find that the course helps them see things more broadly.

Do I have to be working as an editorial freelancer now?

No, not at all. There is no assumption or requirement that you are already freelancing. In fact, many of the activities will be a great starting point if you are just planning or embarking on a freelance career.

The idea of being on my own as a freelancer scares me and I'm just not sure it's for me.

There are a few aspects of freelancing that are scary for even the most experienced freelancer! This course represents a low-risk, low-cost route to finding out more about freelancing and whether or not it's for you. That's a much better approach than jumping in at the deep end, becoming a freelancer, and then realising you've made a mistake.

When can I enrol and can I enrol if I live outside the UK?

You can enrol at any time of year. We have had students from all over the world. There is an extra charge of £10 to cover additional postage. Please note that the financial, company and tax advice given in the course relate to the UK market.

I need to develop my marketing skills as a freelancer - will this course help?

Absolutely. This course will help you understand many of the commercial aspects of running your freelance business. Most importantly, it encourages you to research your market and understand how your services will stand out in a crowd. It looks at how you might be remembered for what you do best, building an online presence, and how you communicate what you do to potential customers. It's about attracting new clients and hanging on to the ones you have.

Who is the course author?

Mary James combines her publishing expertise with a hands-on knowledge of the freelance market. Having set up *innoved* to provide research and consultancy services to publishers, Mary understands what is required to run a sustainable business from home and to develop strong working relationships with publishers in order to keep a full order book.

Important note:

You must complete the course within 12 months of enrolment or, if you wish to continue the course, you can study for a further 12 months following payment of a re-registration fee. After this time it is possible that changes and updates will have been made to the course and that your copy is out of date. If this is the case you may have to re-enrol at this point.

To enrol on Successful Editorial Freelancing simply complete the enclosed form and return it, together with your payment, in the prepaid envelope provided.



The Publishing Qualifications Board (PQB) is a charitable organisation, established 15 years ago. One of its key aims is to provide assessed, vocational training for anyone pursuing a publishing career. It is a subsidiary of the Publishing Training Centre (PTC) - an organisation which promotes excellence in publishing through training. PTC is best known for delivering high quality editorial skills training to publishers. In the past decade alone, it has trained more than 12,000 delegates.

Enrolment Form

PLEASE COMPLETE BOTH SIDES OF THIS FORM

Mrs/Mr/Ms/Miss/Dr..... First name..... Surname

Address

Postcode.....Country

Email address.....

Tel..... Mobile..... Fax.....

Address for course materials (if different).....

Postcode.....Country

I would like to receive news and information from The Publishing Training Centre by email

To help us give the best service in the future, it is useful to have an idea of the kind of people who are enrolling. We would greatly appreciate it if you could provide us with the following information:

Publishing experience? Yes No (please tick). If yes, in what context?

Current occupation:

Where did you first hear about the course?

What other training have you had?

..... Date of birth: / /

I wish to be enrolled as a student of The Publishing Training Centre. I agree to pay the fees as required and be bound by the conditions of enrolment.

Signed

Date / /

CONDITIONS OF ENROLMENT

- You must complete the course within 12 months of enrolment or, if you wish to continue the course, you can study for a further 12 months following payment of a re-registration fee (for Copy-Editing and Editorial Project Management the period is 18 months).
- Your fee includes course materials and tuition for up to 12 months (or 18 months) from the date of enrolment. It does not include your postage or internet costs or the cost of telephone calls to your tutor.
- The Publishing Training Centre reserves the right to change the price of these courses at any time before processing an enrolment. In this event, anyone wishing to enrol will be informed of the price change and given the opportunity either to cancel the enrolment or to proceed at the amended price.
- We recommend that you keep a copy of this form for your own records.

Please return this form to: The Publishing Training Centre at Book House, 45 East Hill, Wandsworth, London SW18 2QZ.
Tel: 020 8874 2718; fax: 020 8870 8985.



THE PUBLISHING TRAINING CENTRE AT BOOK HOUSE.
A Registered Charity, Registered Name: The Publishing Training Centre Foundation, a company limited by guarantee. Registered No.: 1253854 England. Registered Office: 45 East Hill, Wandsworth, London SW18 2QZ.
The Publishing Qualifications Board. Registered Charity No.: 1002928. Distance learning courses are supplied under the auspices of the Publishing Qualifications Board, a subsidiary of the Publishing Training Centre, Registered Charity No.: 1083081 Registered Name: The Publishing Training Centre Foundation, a company limited by guarantee. Registered No.: 1253854 England. Registered Office: 45 East Hill, Wandsworth, London SW18 2QZ.

The Publishing Training Centre at Book House is accredited by ODLQC, the national body for quality in open and distance learning. The Publishing Training Centre meets the standards set by the Council, who are satisfied that the service you, the learner, will receive from The Publishing Training Centre will be of good quality. If it is not, or you cannot resolve a dispute with The Publishing Training Centre, please let us know at ODLQC. Write to: Learner Support, ODLQC, 16 Park Crescent, London W1B 1AH, and we will look into your case.



Payment Details

PLEASE COMPLETE BOTH SIDES OF THIS FORM

I WISH TO ENROL ON:

- Basic Proofreading by Distance Learning - UK delivery address: **£395**
- Basic Proofreading by Distance Learning - delivery address outside the UK: **£430**
- Copy-Editing by Distance Learning - UK delivery address: **£550**
- Copy-Editing by Distance Learning - delivery address outside the UK: **£585**
- Editorial Project Management by Distance Learning - UK delivery address: **£485**
- Editorial Project Management by Distance Learning - delivery address outside the UK: **£520**
- Picture Research by Distance Learning - UK delivery address: **£395**
- Picture Research by Distance Learning - delivery address outside the UK: **£430**
- Successful Editorial Freelancing by Distance Learning - email delivery (all material sent via email): **£75**
- Successful Editorial Freelancing by Distance Learning - printed version posted to a UK delivery address: **£90**
- Successful Editorial Freelancing by Distance Learning - printed version posted to a delivery address outside the UK: **£100**

Note: Grammar at Work and Understanding Book Publishing can only be purchased online. If you need to make a payment by any other means for either of these courses, please contact us at publishing.training@bookhouse.co.uk.

PAYMENT:

- I enclose a cheque for made payable to The Publishing Training Centre Foundation.
- I wish to pay by instalments on my credit/debit card (tick the appropriate course below):
 - Basic Proofreading: £185 (or £220 if outside the UK) immediately, followed by one instalment of £105 between the 10th and the 15th of the next month and one instalment of £105 between the 10th and the 15th of the following month.
 - Copy-Editing: £250 (or £285 if outside the UK) immediately, followed by one instalment of £150 between the 10th and the 15th of the next month and one instalment of £150 between the 10th and the 15th of the following month.
 - Editorial Project Management: £220 (or £255 if outside the UK) immediately, followed by one instalment of £132.50 between the 10th and the 15th of the next month and one instalment of £132.50 between the 10th and the 15th of the following month.
 - Picture Research: £185 (or £220 if outside the UK) immediately, followed by one instalment of £105 between the 10th and the 15th of the next month and one instalment of £105 between the 10th and the 15th of the following month.

Please note that there are no instalment payments available for Successful Editorial Freelancing, Grammar at Work or Understanding Book Publishing

- I authorise my credit/debit card to be debited for by The Publishing Training Centre:
 - Card number Start date / / Expiry date / /
 - Visa Mastercard Maestro (tick the correct one)
 - 3 digit security number (on signature strip of card) Issue no. (Maestro)
 - Name of cardholder Cardholder signature