

Found by Erin Kinsley

## 1. Introduction

This document details the process involved in creating the eBook version of Found by Erin Kinsley. The aim of this project was to create a high-quality eBook that would meet industry standards regarding editorial content, graphic design, and ease of access. This report details the various phases of the publishing process and highlights how planning and strategy play an essential role in achieving this outcome.

## 2. Project Overview

Found is a novel characterized by emotions and suspense as it tells the tale of a child found after going missing. It is the kind of novel that deals with feelings of relief and trauma, among other things. Although Found is a great manuscript that holds much emotion, it needed editing to make sure the reader finds it interesting, readable, and understandable.

## 3. Objectives

The primary objective was the improvement of readability and emotion conveyed by the manuscript through professional editing with special focus on the depth of the story. Other objectives were: creation of an appropriately emotional and suspenseful cover design, formatting the book to allow for cross-platform availability of the eBook, and optimization of metadata. Distribution and marketing were also considered aspects of the process.

## 4. Publishing Process

### 4.1 Manuscript Evaluation

In order to create a publishable manuscript, the manuscript had to be thoroughly evaluated regarding its plot, pace, characters, and other aspects. Emphasis was placed on understanding the emotional flow of the story and the events that take place throughout it. This analysis provided guidance for developing the publication plan.

### 4.2 Editorial Development

During the editorial phase, work was done on improving various aspects of the manuscript: its flow, coherence, readability, and emotional intensity. Developmental editing emphasized logical progression of the story, while copy editing concentrated on grammar and sentence structure. Proofreading was essential to ensure that there were no errors.

#### 4.3 Design and Formatting

The visual appeal of the eBook was ensured at the designing stage where an attractive book cover reflecting emotions and suspense was designed. The manuscript was also formatted using industry standard formatting techniques, which ensured optimal readability and layout for devices such as e-readers, tablets, smartphones, etc.

#### 4.4 Metadata Optimization

Metadata was optimized to boost the search ability and effectiveness of the eBook. Relevant metadata including keywords, categories, and descriptions were selected and applied, which helped the eBook appear in relevant searches and reach its target audience. This process significantly contributed to positioning the book in its genre.

#### 4.5 Distribution and Publishing

After completion of the book, the digital publishing of it was ensured by distributing the eBook across various digital publishing channels. This process entailed making sure that all technical requirements of digital publishing were met and the eBook was successfully published and made accessible worldwide.

#### 4.6 Marketing and Promotion

Marketing support was offered to promote the book and make it more appealing to its target audience. At this stage, marketing strategy and identification of the target audience were suggested and planned, along with organizing the book's launching event.

### 5. Results and Outcomes

As a result of applying a structure approach to the publishing process, a high-quality professional eBook has been created which features enhanced clarity, cohesion, and improved visual representation. As such, the story line became more interesting for reading, and due to appropriate metadata optimization as well as proper distribution strategy, the eBook became quite visible on the

market.

## 6. Analysis

Thus, this particular case of eBook publishing shows how important it is to apply a comprehensive and complex approach to book publishing including all its stages – from editing and design to marketing. In other words, this work proves that good publishing is based not only on creativity but also on the appropriate approach to each stage of the publishing process.

## 7. Conclusion

Summarizing the above discussion, one should say that Found is an example of successful eBook publishing. Due to professional work of a publishing service provider, the project resulted in creating a high-quality eBook which featured not only enhanced content but also a professional approach to its representation.