

Strictly Liter@ryTM

Writing, editing, publishing and selling

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Established 1994

Proudly into our second decade

Assisting authors and publishers with their products, worldwide

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From the desk of Dr John Cokley, PhD, B. Business, Grad Cert Education

Thanks for approaching us about your writing and we certainly want to help if we can. Publishers, film producers, digital-media companies and the reading public worldwide are constantly seeking new work and we welcome the opportunity to help you find your way into that market.

- **We are dedicated to helping good authors find their public voice;**
- **We have experience that counts;**
- **We offer useful, written critiques at competitive rates ... please check, you'll be pleasantly surprised!**
- **We can demonstrate success after more than two decades in the publishing business and more than ten years specialising as a literary consultancy.**

The most important thing you *must* do is to try to attract public attention to your book and we can help you with this task. That means producing something which is:

- **CREATIVE,**
- **INTERESTING,**
- **OFFBEAT** and downright
- **Startling ...**

Otherwise it won't stand a chance with the trade or the buying public, even given our very best efforts. Your project can be a winner if you can write well and carry off the task. Of course there are other important ingredients such as concept merit, presentation and distribution, but writing is the natural first bridge to cross for an author. Our current market assessment is that guided self-publishing online or an edited offer to one of the large online publishing enterprises such as Amazon or Lulu is likely to give a more accurate picture of overall sales potential than offering your work to traditional paper publishers, especially locally in Australia. Our services are now being targeted to meet these new directions. Our first books are on Lulu.com and for sale right now: <http://stores.lulu.com/strictlyliterary>

Our popular manuscript advice and opinion packs greatly assist authors in this direction. Here are our exceptional services.

1. CRITIQUE PACKAGE: Strictly Literary provides complete and detailed written critiques for \$450.00 per manuscript (inc GST) of up to 100,000

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words and \$650.00 per manuscript (inc GST) for all manuscripts over 100,000 words. Allow four weeks for turnaround and include return postage. Supply your manuscript as a single-sided, double-spaced document, including a two-page (maximum) synopsis and author bio.

2. **ONLINE ON-DEMAND PUBLISHING:** This is our latest product. Please view online at <http://stores.lulu.com/strictlyliterary> and contact us direct by email for more details on this exciting project.
3. **OUR BRIEF OPINION:** Strictly Literary also provides simple written opinions on the marketing potential of your literary project for only \$140.00 each.
4. **OTHER SERVICES:** Hard copy editing is charged at \$12.95 (inc GST) per page of 300 words (double-spaced printout provided by the author) and \$15.95 (inc GST) per page of 300 words for hard copy editing from the author's printout, which we then transfer to an electronic file supplied by the author. Director, Dr John Cokley, is a member of the Society of Editors, Qld division, and has been editing professional book and journal publications since 1984.
5. Mentoring is a very different process and Strictly Literary charges \$420.00 per three-hour period (plus a once-only \$300 sign-up fee per manuscript). The three hours can be spread over a period of up to one month at a time and would take the form of either (a) phone consultations (the author calls Dr Cokley, normally in the evenings because phone charges are less then and people normally focus better away from work pressures); (b) email or chat consultations or (c) emails back and forth.

Note: unsolicited manuscripts from unpublished authors seeking "an opinion" will incur an administration fee of \$140.00 on submission.

We offer the easy, convenient and secure PayPal



method of online payment (using credit card) for all our services.

Other exceptional services we offer include:

- **Literary asset consultancy, management and mentoring:** If we agree to manage your literary assets we collect a 15% commission on all related revenue you receive, with outgoings extra and in advance, on 7-day accounts.
- **PROFESSIONAL PITCH PROPOSALS:** *we can help you present your work to publishers in such a way that it will stand out from the "slush pile", all for a very economical rate.*
- **PRACTICAL HELP:** *New authors often need assistance getting their manuscripts typed into the latest computer formats and some request advice on printing and selling their own self-published books. Correct presentation in computer format is the vital first step towards having your manuscript read by prospective publishers.*

Please note that even a favourable report in the *Writer's Advice Package* does not guarantee that an agency or publisher will be able to take you on. This depends on many other factors at the time.

Submission Guidelines for all manuscript services.

Send first:

- Our low **fee** amount as outlined above, specifying the service you wish to obtain (includes GST for Australian authors). We will supply an official tax-invoice / receipt.
- You can complete payment easily using PayPal: just email us ...
- A copy of the complete manuscript, printed out double-spaced and single-sided

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- ❑ A complete 2-page (maximum) synopsis
- ❑ A detailed CV of the author (what you have done with your life so far) including your full name and address
- ❑ Ensure Australian return postage is included.

For our fee we provide a detailed written and individually targeted report on how your existing work could be improved, where its strengths lie and how to overcome some of its weaknesses, with the main aim being to prepare your work for submission to a publisher. Take advantage of our long experience to improve the chances of having your work published. (Package takes four weeks to prepare, on average.)

Always remember, your book must be good enough to make the average person in the street want to pay good money for it. If it's not, our detailed, written and personal Writer's Advice Package is the option chosen by those new authors who are serious enough to want to improve their chances in the cut-throat commercial publishing marketplace.

Strictly Literary has placed its author-clients with commercial publishers in London, Melbourne, Sydney and Brisbane since 1994 and we have sold books over the internet all around the world since 1995. We have successfully managed clients around Australia as well as in England, Italy and Ghana. Dr Cokley has been a senior literary critic, writer and columnist, and a writing tutor with ArtsWest, the Queensland Arts Council, Queensland University and the Queensland University of Technology. Our company has been in business as a literary consultancy since January 1994. Some of our clients have been published before in print; the bulk is made up of new authors seeking their first big break. Our company has been in editing and publishing since 1984 and is proudly totally Australian owned and managed.



Dr John Cokley, PhD, B. Business, Grad Cert Education, is the founder and director of Strictly Literary. Dr Cokley has demonstrated extensive and successful experience in completing contract editorial commissions – design, writing, international workshops, manuscript appraisals, editing and project and literary asset management. You may contact Dr Cokley by phone or email (*details above*). We look forward to being of service for your publishing needs.

- *New-media and digital publishing specialist (1995 ... to present)*
- *Bookshop owner/manager (1992-93)*
- *Staff management and budgetary/asset control*
- *Represented Juanita Phillips (HarperCollins and at one time Cosgrove Hall animators), the Hon. Peter Beattie, former Premier of Queensland, Ben Kozel (Pan Macmillan) and Virginia Ryan (Lothian)*
- *Book and magazine editor + publisher (1984-2000)*
- *Internet bookshop, publishing and marketing agent (1994 ... to present)*
- *Newspaper literary editor (Queensland Newspapers P/L, 1989-1993)*
- *Editor "Eat Drink Sleep Australia" (internet dining directory) 1997-2005*

OTHER HIGHLIGHTS

- More than 20 years as an editor, design and copy editor, reporter and feature writer with News Corporation newspapers and other agencies such as Australian Associated Press and other publications, and nearly 20 years as a university educator in journalism, with high-level skills in on-line communications technology and digital media production.

- Senior lecturer and the first “Journalist-in-residence” at Griffith University, Brisbane, 2002.
- Lecturer in Journalism, James Cook University, Townsville, 2003-2004.
- Full-time university lecturer in journalism in Brisbane from 2005.

EDITORIAL

- Managing editor of *The Engineering Associate* magazine, 1984-1988
- Designer, editor and project manager of *The Somerville House Chapel* commissioned book, 1993. Contract editor for McGor International Publishing, 2000, on the project *Queensland Business, Year 2000*
- At Queensland Newspapers Pty Ltd in 1989-1992, responsible for a series of three full-colour publications known as the *Sunday Mail Wildlife Albums*, for which as producer/editor Dr Cokley was required to marshal the efforts of scientists at the Queensland Museum, professional writers and photographers, international pictorial and content agencies, and out-sourced art and printing facilities. As an illustration of the size and success of the project, the budget for the first album was more than \$250,000 [1989 dollars], the circulation of the Sunday Mail recorded an increase of thousands of copies per week and the publication itself received a PANPA (Pacific Area Newspaper Publishers' Association) Award for design and execution.
- Previously as a Production Editor at *The Sunday Mail*, in charge of quality control of pages during edition pagination, requiring highly developed skills in prioritisation of weekly tasks and close liaison with senior management and editorial and production staff.
- Commissioned feature writer for *Engineers Australia*, *Engineering World*, *Australian Bookseller and Publisher*, and *Splash*, contributing articles on science, technology, the environment, and informative articles on retailing and book publishing.
- Authored many articles on Australian achievements, including chapters in: *Australian Ingenuity*, *Manufacturing for the World*, Focus Publishing Sydney 1999; *Queensland*, *Australia's Dynamic State*, 1999; *Australia, Land of Achievement*, 1998; *Australian Expertise in Infrastructure*, 1997; *The Innovator, World's Best from Australia*, 1997.
- Dr Cokley's writing on a wide range of subjects (science, medicine, technology, communications, finance, arts and travel) has appeared in newspapers in every capital city in Australia and internationally as well.

LITERARY & MARKETING

- Established Croncourt Pty Ltd, trading as *Strictly Literary*. Since 1987 the company has provided public relations and consultation to clients on business communications, press releases, the writing of corporate presentations, brochures, and magazines, and has provided services to a range of corporate clients, including News Limited, Australia Post, Queensland Manufacturing Institute, and the Australian Institute of Engineering Associates.
- As agent, negotiated with publishers including Harper Collins, Pan Macmillan, UQP and Lothian for the publication of books on behalf of clients, resulting in many success stories, including the publication of six books by Juanita Phillips and Peter Beattie's autobiography.