

ARETA
PRESS

Author
Information Pack

STEPH CASWELL

FOUNDER AND PUBLISHER



Welcome! Thank you for your interest in Areta Press.

I've worked in publishing for many years, both as an author and as an editor/mentor for women writing non-fiction books. Again and again, I've heard about the disappointing experiences authors have had on their publishing journeys. How they've felt let down, unsupported or lost. How they hoped it would be one thing, only for it to be another. A lack of transparency or care. A lack of love.

For me, that's unacceptable. Authors want - and deserve - better.

Areta Press exists to lead that change. We do things differently and are proud of it.

As a publishing house exclusively for women writers, our aim is for you to complete your publishing journey feeling empowered, confident and thrilled by the experience. Nurtured and supported throughout the process. Proud of the brilliant book you've created.

It's no less than you deserve.

It's also fair to say that brilliant books are always the result of a brilliant production team. Ours is full to the bookish brim with experts - the gold standards in their fields. An all-woman tour de force who don't do 'good enough', they do excellent. Every single one of them aligned with the Areta Way.

And our 'way' is about more than just your book. It's about developing you for what's to come. Helping you step confidently into your author era and the visibility it brings. We support you to embrace your new identity: not just as a writer, but as a published author and undisputable expert in your field.

We do this because it's what's so often missing from publishing. More importantly, it shapes how confidently you promote it, market it and carry its message into the exciting opportunities that await you.

This level of support means we only publish a small number of books each year. Attention, excellence and care aren't things we compromise on, so to maintain those standards, we have to be selective in who we publish. Excellent books deserve this level of curation.

Areta isn't for everyone - and nor should it be. It's for the women who are all-in, who know the value of a book. Who show up self-led, committed and ready to create something exceptional.

If you're reading this, I'm certain you already know the value of your work. This document is here to help you decide whether Areta Press is the right place to publish it.

Steph

The Full Publishing Experience

The Areta Press publishing experience is a boutique, high-standards hybrid publishing pathway for women experts writing serious non-fiction.

It is designed to feel clear, steady and nurturing, from the earliest shaping of the book through to publication and launch preparation.

What This Is

A founder-led publishing partnership for established women writing non-fiction rooted in professional expertise, including:

- Business and leadership
- Self-development
- Health and wellbeing
- Thought-led or ideas-based work

We do not publish memoir or personal life stories.

The Timeline

Publishing with Areta Press is a structured, nine-month process from concept to publication. It is divided into two clearly defined phases:

- **Months 1–6: Editorial & Writing**

You develop, write and refine your manuscript with structured editorial support and clear milestones.

- **Months 7–9: Production & Publication**

Your book is professionally edited, designed and published, with launch preparation integrated into this phase.

Each stage includes defined deadlines, review points and decision moments, so your book moves forward steadily and does not lose momentum.

The Investment

£10,000 — founding author rate

Payment is structured to support focus and ease:

- £5,000 payable on acceptance
- The remaining balance spread evenly over the following months

Royalties and Ownership

Areta Press operates on a transparent partnership model. You retain ownership of your work while granting Areta the rights needed to publish and distribute it professionally.

As the author, you retain:

- Full copyright ownership
- Control of all rights beyond those needed for publication
- 100% of your net book sales royalties

The Experience

Authors can expect:

- High editorial and production standards
- Consistent communication and clear milestones
- Founder-led guidance at the most important early stages
- A professional team managing production and publication
- A private author community for shared momentum and encouragement

We publish only a small number of books each year so that excellence and care are never compromised.

The Publishing Journey

The Areta Press process is designed to be structured, supportive and clear.

Publishing a book is a significant project. The best outcomes come from a process that is steady, transparent and properly nurtured.

The journey unfolds across four phases:

Phase 1: Foundations - Concept & Direction

This phase ensures the book is strong before significant writing begins.

It includes:

- A 90-minute Kickoff Call to set goals, deadlines and priorities
- A dedicated Structure Day in London, where we:
 - Clarify the core idea and purpose of the book
 - Shape the overall structure and chapter flow
 - Define the reader and positioning
 - Agree an indicative publication timeline

This early work is where the foundations are laid - and where many books become clearer, stronger and more confident.

It's here where we'll introduce you to your Areta Book Map - a document that sits at the heart of your publishing journey with us. Created at the very start of the process, it captures the essential thinking behind your book — your core idea, your reader, your authority and your goals — and grows with you from kick-off through to launch.

By the time your book is published, your Book Map is a complete record of the decisions, direction and intention that shaped it.

Phase 2: Writing - Editorial Development and Support

You will write the manuscript over a structured six-month period, with guidance and accountability built in.

This phase includes:

- Regular editorial check-ins with Steph Caswell (*currently monthly for founding authors*)
- Access to weekly co-writing sessions via *The Word* community

- A private communication space on Telegram for questions between sessions (*during business hours*)

You remain responsible for the writing, but you are not doing it alone. The process is designed to support depth, clarity and – most importantly – completion.

Writing, done properly

Writing a book alongside a full professional life requires structure.

At Areta Press, we support you to develop a sustainable writing practice — one that allows you to make consistent progress without burnout or last-minute pressure.

This means:

- Clear chapter deadlines
- Regular editorial check-ins
- A steady, realistic writing rhythm

You remain responsible for the writing, but you are *not* doing it alone. The process is designed to support both quality and completion.

On the Use of AI

At Areta Press, we publish books grounded in the author's own thinking, experience and voice.

The text, structure and creative content of your book must be entirely your own. Areta Press publishes in line with the Society of Authors' Human Authored guidelines, and this is a condition of your publishing agreement with us.

This reflects our commitment to originality, clarity and intellectual integrity.

Phase 3: Production, Formats & Distribution

Once your manuscript is approved for production, it is prepared for publication to a professional standard across all formats.

Formats

Your book will be published as:

- A professionally produced paperback edition
- A fully formatted ebook for digital platforms

Both formats are prepared to industry standards for readability, quality and consistency.

Printing & Author Copies

Areta Press uses a combination of print-on-demand and short, targeted print runs with trusted printers.

This allows for:

- Ongoing global availability
- Flexibility for events, speaking and direct sales
- Consistent quality without unnecessary stock

Each author receives an initial allocation of 20 copies on publication.

Additional copies can be ordered at a preferential author rate, depending on your requirements. Print quantities are agreed in advance and arranged as part of the process.

Distribution

Your book will be made available globally through established distribution channels, including major online retailers and bookshop ordering systems.

This ensures:

- Readers can access your book easily
- Bookshops can order copies when required

As with all publishing models, availability and placement are distinct. Areta Press ensures professional distribution setup, while supporting you to build visibility and reach through your own platform and networks.

All Areta books are available globally as standard. Where needed, we arrange print runs for direct use - and in some cases, where there is a clear demand or strategic reason, place stock with a wholesaler to support bookshop supply.

Production Standards

All books are produced to a high professional standard, with careful attention to:

- Interior layout and readability
- Cover design and finish
- Paper quality and binding
- Overall consistency across the Areta list

Every stage is managed and quality-checked to ensure the finished book reflects the level of your work.

Phase 4: Launch Preparation - Beyond Publication

As the book enters production, we look ahead to how it will be shared and supported in the wider world.

This phase includes:

- A 2-hour launch and post-publication strategy session with sales expert and award-winning author, Sara Dalrymple
- Guidance on positioning, promotion and visibility
- Consideration of how the book supports your wider business and opportunities
- Professionally designed social media assets to support the book launch and early promotion.

This is not about pressure or performance. It is about helping the book leave your hands with intention and confidence.

Roles & Responsibilities

A calm, efficient publishing experience depends on clear roles.

At Areta Press, you will always know who is responsible for what, where support sits and what happens next. This clarity is part of the care we build into the process.

Steph Caswell (Founder & Publisher)

Steph leads the early stages of the book and holds the overall editorial direction and standards.

Her role includes:

- Concept shaping and structural guidance
- Editorial judgement and developmental oversight
- Monthly editorial check-ins during the writing phase (*currently for founding authors*)
- Ensuring the foundations of the book are strong before production begins
- Maintaining quality and coherence across the publishing journey

Steph's expertise sits at the beginning of the process — where the book becomes clear, focused and strong.

Project Manager

A dedicated project manager supports the production and publication stages, ensuring the process remains smooth and well-coordinated.

Their role includes:

- Managing timelines, milestones and production schedules
- Co-ordinating communication between author and production team
- Overseeing delivery across editing, design and final files
- Ensuring clarity and consistency throughout the production phase

The project manager is your operational point of contact once the manuscript enters production.

Production & Publishing Team

Areta Press works with a carefully chosen team of specialists who share the same high standards.

This team includes:

- Copyeditors
- Proofreaders
- Typesetters
- Cover designers
- Distribution and publishing specialists

They are responsible for delivering a book that is professionally edited, beautifully designed and published to an excellent standard.

Launch & Sales Strategy Support

Launch strategy is supported by two external specialists.



Isabelle Knight

With a career spanning over two decades as a top-tier publicist, Isabelle has worked alongside industry titans in film, television and publishing, including JK Rowling and the BBC.

She runs the online consultancy, Build Your Author Brand — working with authors of both fiction and non-fiction, to teach the crucial tools and strategies to raise their profile, grow a readership and increase their overall success. Isabelle is also Adjunct Professor in MA, PR & Advertising at the American International University of London.

As Areta's dedicated author brand expert, Isabelle works with each author to develop the story, messaging and materials that present you and your book compellingly to readers, media and the wider industry. You'll define your author brand story, build the foundational written materials that underpin your launch, and leave with a strategy for growing your profile with intention.



Sara Dalrymple

Sara is a sales expert, business mentor and award-winning author of More Sales Please. With a background in economics and 20 years of sales experience, she specialises in helping creative business owners sell more in just 30 minutes a day.

Over the past decade Sara has mentored hundreds of women with creative businesses to ensure a confident approach to sales and self promotion. Her practical, no-nonsense guidance helps everyone from coaches to creatives and service providers increase sales, make money and achieve long-lasting success in their industries.

As Areta's dedicated sales expert, Sara works with each author individually to simplify the book promotion process. Writing a book is one thing, and selling lots of copies is another, so Sara will help you plan your promotion activity so that your book can find its way into the hands of as many readers as possible.

NB: Areta Press does not offer full PR services or ongoing marketing management beyond these sessions with Isabelle and Sara. Further, optional add-on support is available with our carefully selected partners (see section below).

The Author

As the author, you remain at the centre of the work.

Your role includes:

- Writing the manuscript within the agreed timeline
- Engaging thoughtfully with feedback and revisions
- Meeting key milestones during the writing phase
- Participating actively in the publishing partnership
- Preparing to share and support the book post-publication

This is not a done-for-you service. It is a professional collaboration built on mutual commitment.

A Note on Support and Boundaries

Care at Areta Press does not mean constant access. It means clarity, steadiness and knowing the process is being held.

You will be supported — and you will also be trusted to lead your work.

We are also committed and proud to be an inclusive publisher. Everyone works differently — and if there's anything about how you work best that would help us support you more effectively throughout this process, please do share it with us.

You don't need to have all the answers upfront; this is an open conversation that can happen at any point. What matters is that you feel able to do your best work, and we'll do whatever we can to make that possible.

Optional Add-ons

Some authors choose to extend their publishing experience with additional support, where it meaningfully strengthens the book's reach and impact.

Where requested, we introduce authors to a small number of trusted specialists we work closely with:

- PR and media campaign support - with The Book Publicist or Wow PR
- Author photography and promotional assets - with Beth from Bethany Lavin Photography
- Audiobook production - with Suzi from Story Publishing
- Email marketing strategy - with Katie from Little Green Duck
- Additional strategy sessions beyond the core package - with Steph or Sara
- Speaker training - with Stacia Keogh

All additional support is discussed on an individual basis and arranged in line with the needs of the book and the author. Costs for add-on services are separate from the core publishing investment and are agreed directly between the author and specialist.

The Selection Process

Areta Press is intentionally selective. We publish a small number of books each year so that standards remain high and the experience stays personal.

We work through a two-stage process to ensure fit on both sides.

1. Expression of Interest

You begin by submitting an enquiry outlining:

- Your book concept
- Your area of expertise
- Why you feel Areta Press may be the right publishing home

2. Paid Concept Review (£250)

If invited, we offer a detailed concept review, including written feedback on:

- The strength and clarity of the idea
- Positioning and audience
- Structure and direction
- Overall fit for Areta Press

If you are accepted to publish with Areta Press, this fee is deducted from the publishing investment.

If not, you leave with clear guidance you can take forward.

Investment (Founding Author Rate)

£10,000 — founding author rate

- £5,000 payable on acceptance
- Remaining balance spread evenly over six months
- Authors retain 100% of royalties

Places are limited and not all submissions are accepted.

Next Steps

If this feels aligned, you are warmly invited to submit an Expression of Interest.

From there, we will guide you through the next stage with clarity and care.

[Submit an Expression of Interest](#)