

SAVAS BEATIE PUBLISHER INTERVIEW QUESTIONS

1. To start things off, please tell us about your educational background, where are you from, how you ended up as a lawyer, and then as a publisher?
2. Do you have any publishing mentors, or people who helped you along the way?
3. We all know about Savas Beatie. Who is the Beatie in Savas Beatie.
4. You are often called an independent publisher. What are the hallmarks of an independent publisher?
5. So, you are really a traditional publisher. How do you stay in business if scholarly/educational publishing houses have a built-in clientele?
6. Who submits manuscripts to Savas Beatie and how?
7. How do you attract new authors and what topics are you seeking?
8. What do you do to ensure your authors have the talent and temperament to be successful?
9. What is the process for submitting a manuscript?
10. I imagine that different authors have different ideas of what a finished manuscript is. What do you do with a freshly submitted manuscript?
11. Are your authors usually amenable to an editor's ideas?
12. Making a book attractive to buyers seems to go beyond the subject matter. Who does your interior design and cover artwork?
13. What input, if any, does the author have in that process?
14. We often read reviews of some books not having a sufficient number of great maps. Savas Beatie is known for being willing to use a lot of maps. Why is that?
15. Do manuscripts typically have maps in them, or just map ideas?
16. How long is the typical process from manuscript submission to being on the shelf and ready for retail sales?
17. Without getting into the details of contracting between Savas Beatie and the author, we know that some authors sell their books at CWRT meetings, conferences and other venues. Is the author provided a given number of books to sell or distribute to friends and family? If they do sell some of their books, does a percentage of the proceeds return to the publisher, or remain solely with the author?

18. We know that you must have a stable of readers who submit reviews for the back cover. How does that work?
19. Do the readers really read the whole book, or do they fudge a bit?
20. How does Savas Beatie market your books? And, do booksellers typically help in that process?
21. We've seen books like the Harry Potter series that seem to have big promotional budgets. Are their promotional budgets for Savas Beatie books?
22. How far removed from the original manuscripts are the final books? What I mean is, almost every book I read is well written and some brilliantly written. Do all authors really write that well, or do they get a lot of help along the way?
23. Where does the publishing world go from here?
24. What subjects sell the best, and why do you think that is?
25. If you had to explain what you do in one sentence, what would it be?
26. You are reprinting The Bachelder Papers. How do you go about handling a mammoth project like that?
27. Is there any truth to the rumor you are reprinting Ed Bearss' Vicksburg Campaign trilogy?
28. What is the hardest thing about your job as a publisher?
29. I don't know anyone who grows up saying "I am going to be a publisher." How did that happen?
30. Can you name a book you were sure was going to be successful -- and wasn't -- and a book you were lukewarm about that ended up selling well and was successful?
31. Why do you print some of your books overseas? Does that benefit your customer or does it make a difference to them in any meaningful way?
32. You stay pretty tight in your lane of non-fiction Civil War/military history? Occasionally you stray. Why is that?